How we pick the Agency of the Year

The process of sorting through the serious contenders for the ADVERTISING AGE Agency of the Year award begins in earnest in January each year, when nominations are requested and submitted to the editors by editorial staff members from all AD AGE bureaus.

Staff nominations, of course, result from the constant monitoring of the advertising scene throughout the preceding year as this publication's reporters and editors go about their news coverage tasks. Compelling print and electronic commercials and advertisements are noted as they appear during the year; news and feature stories that might be relevant to the selection process are filed for future reference.

While primary emphasis is put on the nominations and opinions of staff members, careful consideration also is given to the many candidacies that are advanced by hopeful agencies themselves. Every effort is made to ensure that a serious potential contender isn't overlooked in the screening process.

The single common denominator in all of these deliberations—and a fact sometimes misunderstood by agency executives—is that the editors are looking for pure creative spark (see the accompanying story for discussion of the criteria). The creative approaches—energy, freshness, sharpness of the product or service's sales message, quality of production values, casting, direction—are the elements that must carry the day. Underlying all that, of course, is the success of that creative work for the final judge, the client.

The qualities that brought Ogilvy & Mather the designation as this year's ADVERTISING AGE Agency of the Year are discussed in the story beginning on P.1.

Among other finalists this year, a clear runnerup emerged as a worthy competitor to O&M for the honor: Lord, Geller, Federico, Einstein. This agency was a challenger primarily because of what the committee judged to be one of the best campaigns of 1982: The Charlie Chaplin look-alike ads for the IBM Personal Computer but, after intensive debate, the editors concluded that the depth of O&M's work gave it an edge in the 1982 competition.

Others agencies reaching the semifinal round of judging this year, in alphabetical order, included BBDO International; The Bloom Cos.; Geer, Dubois; NH&S/USA, and Young & Rubicam.

O&M

(Continued from Page 2)

12%). As such things go, that is rapid growth. J. Walter Thompson Co. and Young & Rubicam, the two largest agencies in total billings, are 134 and 60 years old, respectively. Ted Bates & Co., which beat out Ogilvy for the No. 3 spot last year, partly by virtue of recent acquisitions, is eight years older.

Most of Ogilvy's growth has come from clients with whom it has patiently won favor, often starting with a single product. It began with just Maxwell House in 1960 and now bills more than $100 million for General Foods in 19 countries. It almost turned down the American Express account because the initial business was so small; American Express also bills more than $100 million today, in 26 countries.

And Ogilvy was the agency that ushered Hershey Foods into the world of advertising in 1969; today Hershey is one of the agency's major accounts.

All this, present agency executives say, is tribute to Mr. Ogilvy's insistence from the outset that the agency take the long view and that it conduct "first-class business in a first-class way." To assure this, Mr. Ogilvy has never been shy about putting the "rules" of advertising in writing, under such rubrics as "Magic Lanterns," and insisting that they be followed.

In "Confessions," for example, he compiled "11 commandments which you must obey if you work at my agency." Ogilvy no doubt remains the unchallenged industry leader in in-house publications and intramural speechmaking. Principal among Mr. Ogilvy's admonitions are these: The purpose of advertising is to sell. Selling should be done with taste. ("The housewife is not a moron; she is your wife," Mr. Ogilvy repeatedly has reminded his people.) It is vital to give the product advertised "the kind of indestructible image which is the only thing that can make your brand part of the fabric of American life."

"It still starts from David," says Mr. Roman, O&M U.S. president. "He writes down his 'principles of management.' He says we want gentlemen with brains. He orders us to avoid office politics, to behave civilly with each other. This company is very much the lengthened shadow of one man. I remember once he gave us these Russian dolls, the kind that have a bunch of smaller dolls nested inside larger ones. And inside the smallest doll it said—and I don't think anybody around here has forgotten it—'Always hire people who are bigger than you are—and in time we'll be a company of giants.' "

Criteria for selection

ADVERTISING AGE'S annual selection of Agency of the Year is based on evaluations by a committee of the publication's editors of the creative product of the nominated agencies.

In concentrating on an agency's creative effort, the editors look at copy, creative strategies, merchandising, media planning and research and related factors. In any given year, a number of agencies may achieve considerable success in their business operations for reasons not related directly to their creative achievements. But because of the criteria used in the Agency of the Year selection, these kinds of success stories don't necessarily qualify an agency for consideration.

Agencies vary in size, scope, management orientation and organizational achievement. Because of these differences, ADVERTISING AGE, in establishing this annual competition, has felt that any evaluation of this sort should focus entirely on ads, their relationship to contemporary market dynamics and their effect on sales. Advertising campaigns—an agency's end product—thus represent a universal denominator that provides for broad eligibility for selection as Agency of the Year, opening the competition to agencies of all types and sizes.

While it follows that business successes will result from outstanding creative efforts, it is the latter that forms the basis for consideration for this award.

"The idea is there, locked inside.
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is remove the excess stone."
Michelangelo

Inside a game was
the real thing.
Inside a toothbrush a
dental instrument.
Inside a magazine
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eral American Foods Corp.; Los Angeles Library Assn. (public service) and Toshiba America.

It lost American Telephone & Telegraph's Long Lines business division, billing $15,000,000, to McCann-Erickson, First Boston Corp., Menley & James Laboratories division of SmithKline, Scholl Inc.'s Schering-Plough Corp., Sunbeam Personal Products Co., Beckman Instruments, Brookside Wineries and Ducommun Metals Co.

Overseas, the agency gained the following accounts in 1982: PTT in France; Sharp Electronics; Addis toothbrushes, England; Economics Laboratory, Avis, Wrangler, Wicat Apple Computer, Alcan Aluminum, Bagel Bakery, Rugby Football League, and Rothman's, all Australia; Mazda, Fisker/Paykel (additional assignment); Fletcher Challenge and Pan Am, all New Zealand; Smirnoff, Terry sherry, Spain; Punta del Este, L'Alliance Francaise, Argentina; S E Banken, Sweden, and Beiersdorf and Pan Am, West Germany.

It lost Outboard Marine in Australia.

Billings breakdown: Newspapers 10.4%, magazines 21.1%, supplements 1.1%, radio 8.1%, network tv 38.7%, spot tv 11.5%, cable tv 0.1%, outdoor 0.4%, business papers 7.2%, Yellow Pages 1.4%

The agency has 1,252 employes in four U.S. offices; a year ago it had 1,213 employes in five offices.

Top execs: Louis T. Hagopian, chairman-ceo; Jerry J. Siano, vice chairman; Patrick J. Cunningham, George H. Eversman, Jerry N. Jordan, Thomas F. Maxey, David H. Means, Theodore M. Regan Jr., Dominick F. Rossi, Bartine A. Stoner Jr., V. Hugh Wells, Robert P. Zabel, exec vps, and J. R. Rathbone, deputy chairman, Charles Barker Group Ltd., London.

Phone: (212) 708-5000.

BBDO International

Gross Income	1982	1981
U.S.	$155,000,000	$127,850,000
International ...	83,250,000	77,300,000
Total*	$238,250,000	$205,150,000

*AA estimate

BBDO International, New York, is estimated by Advertising Age to have had gross income of $238,250,000 in 1982 on billings of $1,605,500,000. Its gross income in 1981 was estimated at $205,150,000 on billings of $1,400,000,000.

The agency's 1982 U.S. volume of $1,050,500,000 consisted of $701,700,000 in media, $165,900,000 in materials and services and $182,900,000 in capitalized fees. Its 1981 U.S. volume of $858,800,000 consisted of $588,200,000 in media, $155,100,000 in materials and services and $115,500,000 in capitalized fees.

The agency's overseas volume was $555,000,000 in 1982 and $541,200,000 in 1981. It did not break out those figures.

Included in the agency's figures are the billings and income of the following U.S. subsidiaries: Frank J. Corbett Inc.; Tracy-Locke/BBDO; Lavey/Wolf/Swift, Caravetta Allen Kimbrough/BBDO; BDA/BBDO (formerly Burke Dowling Adams); Quinn & Johnson; Doremus & Co.; Franklin Spier Inc.; Blair Advertising; GM DuBois Corp.; Telerex Marketing, and RC Communications.

In 1982, the agency gained Chrysler Corp.'s Dodge division, billing $90,000,000 to $100,000,000, from Kenyon & Eckhardt; Firestone (retail advertising), equivalent to $15,000,000 in capitalized billings Wrigley's Spearmint gum, billing $9,000,000, from Needham, Harper & Steers; Quaker Oats 100% Natural cereal; Pillsbury Frosting Supreme and refrigerated crust pie; Pfizer Pharmaceuticals; First Boston Corp.; California Strawberry Advisory Board; CBS-Fox Video; WLS-TV; Kretschmer wheat germ; Broward County (Fla.) Tourist Commission, and Malrite Communications Group.

It lost Church's Fried Chicken, billing $6,000,000; Avis, billing $10,000,000; Gillette Right Guard, billing $12,000,000, to Young & Rubicam and 3M Electronic products. It did not report its overseas account gains or losses.

Billings breakdown: Newspapers 14%, magazines 18%, supplements 1%, radio 7%, network tv 29%, spot tv 19%, cable tv 1%, outdoor 1%, business papers 5%, direct mail 2%, other 3%.

The agency has 3,583 employes in 114 offices, including 2,416 in 32 U.S. offices; a year ago it had 2,996 employes in 91 offices, including 1,997 in 25 offices.

Top execs: Bruce Crawford, president-ceo, and chairman, BBDO; Allen Rosenshine, exec vp and president-ceo, BBDO; Steve Kahler, exec vp-finance and administration; Willi Schalk, exec vp and president, BBDO international group; Ray McGovern, secretary and general counsel; Jim Cannon, senior vp-controller; Tom Watson, senior vp, and William Wilson, exec vp, BBDO international group.

Phone: (212) 355-5800.

Backer & Spielvogel

Gross Income	1982	1981
U.S.	$37,245,000*	$30,000,000†*
Total*	$37,245,000	$30,000,000

*AA estimate
†Revised

Backer & Spielvogel, New York, is estimated to have had gross income of $37,245,000 in 1982 on estimated billings of $249,500,000. Its gross income in 1981 was estimated at $30,000,000 on estimated billings of $201,000,000.

The agency's 1982 volume is estimated to have included $240,000,000 in media and $9,500,000 in capitalized fees. Its 1981 volume is estimated to have included $193,000,000 in media and $8,000,000 in capitalized fees.

In 1982, the agency gained James Catto & Co.'s Pusser's rum; Helene Curtis Industries' Finesse conditioner; Noxell Corp.'s Raintree moisturizers; Seven-Up Co.'s Like cola and sugar-free Like, and Sony Corp. of America's Betamax videocassette recorders.

It lost Bon Jour International.

Estimated billings breakdown: Newspapers 8%, magazines 22%, network tv 42%, spot tv 25%, cable tv 1%, outdoor 2%.

The agency has 429 employes in one office; a year ago it had 324.

Top execs: Carl Spielvogel, chairman-ceo; William M. Backer, president; G. Robert Holmen, exec vp-coo; Robert H. Lenz, exec vp-creative director; Stephen M. Leff, exec vp-director of media services, and Robert R. Meury, exec vp-copy chief.

Phone: (212) 556-5200.

Ted Bates Worldwide

Gross Income	1982	1981
U.S.	$233,374,000	$129,060,000
International ..	122,728,000	107,655,000
Total	$356,102,000	$236,715,000*

*Does not include gross income of William Esty Co., acquired in '82.

Ted Bates Worldwide, New York, reported gross income of $356,102,000 in 1982 on billings of $2,374,011,000. Its gross income in 1981 was $236,715,000 on billings of $1,578,101,000.

The agency's 1982 U.S. volume of $1,555,827,000 consisted of $1,236,459,000 in media, $143,187,000 in materials and services and $176,181,000 in capitalized fees. Its 1981 U.S. volume of $860,400,000 consisted of $687,265,000 in media, $83,692,000 in materials and services and $89,443,000 in capitalized fees.

The agency's 1982 overseas volume of $818,184,000 consisted of $503,229,000 in media, $60,201,000 in materials and services and $254,754,000 in capitalized fees. Its 1981 foreign volume of $717,701,000 consisted of $479,533,000 in media, $59,860,000 in materials and services and $178,308,000 in capitalized fees.

Included in the agency's figures are the billings and income of the following U.S. subsidiaries: William Esty Co., acquired in 1982, in what remains the largest agency merger in history; AC&R Advertising; Campbell-

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Gross income over $15,000,000

Mithun; Diener/Hauser/Bates; McDonald & Little; Sawdon & Bess, and Stern Walters/Earl Ludgin Inc.

In 1982, the agency gained Duffy-Mott, billing $2,000,000; Rose Holland House Brands; DHL Worldwide Courier Express; Dr. Scholls; Time Inc.'s new *TV-Cable Week* with estimated billings of $10,000,000 this year; R.J. Reynolds Tobacco (special projects); Azrak-Hamway International, and Beiersdorf-Nivea.

It lost Richardson-Vicks, ITT Kitchen and Mego Toys.

It did not report overseas account gains or losses.

Billings breakdown: Newspapers 12%, magazines 13%, supplements 2%, radio 6%, network tv 41%, spot tv 21%, outdoor 4%, other 1%.

The agency has 5,041 employes in 87 offices, including 2,702 employes in 16 U.S. offices; a year ago it had 4,864 employes (including Esty) in 75 offices.

Top execs: Robert E. Jacoby, chairman, president & ceo, and chairman-president, Ted Bates Advertising/New York.; John R. Hoyne, exec vp and president, international group; Stephen Rose, exec vp and chairman, AC&R Advertising; Donald M. Zuckert, exec vp and president, U.S. affiliates group; William H. Maynard Jr., vice-chairman, director, worldwide creative services; A. Michael Frothingham, senior vp-secretary and general counsel; Robert J. Preis, senior vp-chairman, finance committee; Stanhope E. Blunt, chairman, executive committee, Campbell-Mithun Inc.; Keith H. Cousins, chairman, Australia-New Zealand-Southeast Asia Group; Michael English, chairman, United Kingdom Group; Armand de Malherbe, president, Europe Group, and Michael Becker, vice-chairman & chief creative officer, Ted Bates Advertising/New York.

Phone: (212) 869-3131.

Benton & Bowles

Gross Income	1982	1981
U.S.	$81,618,559	$81,397,571
International	45,991,142	39,898,718
Total	$127,609,701	$121,296,289

Benton & Bowles, New York, reported gross income of $127,609,701 in 1982 on billings of $885,735,977. Its gross income in 1981 was $121,296,289 on billings of $825,908,344.

The agency's 1982 U.S. volume of $553,872,777 consisted of $396,102,263 in media and $157,770,514 in capitalized fees. Its 1981 U.S. volume of $538,067,534 consisted of $438,000,000 in media and $100,067,534 in capitalized fees.

The agency's overseas volume was $331,863,200 in 1982 and $287,840,810 in 1981. It did not break out those figures. Included in the agency's figures are the billings and income of the following U.S. subsidiaries: B&B Direct, Manning, Selvage & Lee, Medicus Intercon International, Ted Colangelo Associates and Telecom Entertainment Inc.

In 1982, the agency gained B.F. Spirits (new product); Burger Chef; Nabisco's Fleischmann's and Blue Bonnet margarines, billing $3,300,000, from MCA Advertising; Ogden Food Products; Quincy's Food Products; Pakhoed USA; Quincy's Family Steak Houses; Richardson-Vicks (Lifestage vitamins); Sunnyland Refining's Superman peanut butter, billing $5,000,000 from Kaiser, Kuhn, Bennett & Sharp; Games by Apollo; Ticor Printing Group, billing $2,000,000, TRW Information Services; Zoecon Industries and Zurich American Insurance.

It lost RCA Music Services; E. F. Hutton, billing $5,000,000, which moved in-house, and Milliken, billing $1,000,000, to Grey Advertising, and resigned Games by Apollo, which went into bankruptcy.

Overseas, the agency gained over 80 accounts, including Rhone-Poulenc in Argentina; Crush Gini, Mister Minit Services and Mitita, Belgium; Emery Worldwide, Canada; Procter & Gamble, Denmark; Yoplait, J. B. Williams, Corning, Canon photocopiers, all in France; Motorola, Germany; American Home Products, Mexico; Mazda, Ronco, Swiss and Finnish Tourist Board, all Netherlands; Duni and *Hjemmet* magazine, both Norway; Minervam, Taurus and Lerain, all Spain; Bank of Commerce and Bon Jour Fashion, Trinidad; Ascot House, Canon cameras and Emery, all United Kingdom, and Motorola, Italy. Its overseas losses included Gillette in Belgium and the Netherlands; Wrangler, France; C.B.S., Spain; Diners Club, United Kingdom, and Fattorie e Pandea, Italy.

Billings breakdown: Newspapers 6%, magazines 9%, radio 3%, network tv 51%, spot tv 31%.

The agency has 2,763 employes in 54 offices, including 1,394 in 16 U.S. offices; a year ago it had 2,890 employes in 59 offices, including 1,464 in 18 U.S. offices.

Top execs (all directors): John Bowen, president-ceo; Victor Bloede, chairman; Charles Blakemore and Roy Bostock, exec vps; John Ferries, Joseph Hannan, Bernard Kanner, Robert Lyman, Michael Moore, George Simko, Frederick (Sandy) Sulcer, senior vps; Lawrence Lesser, chairman, Medicus Intercon, and Robert Schwartz, chairman, Manning, Selvage & Lee.

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The Bloom Cos.

Gross Income	1982	1981
U.S.	$18,000,000	$12,500,000
Total	$18,000,000	$12,500,000

The Bloom Cos., Dallas, reported gross income of $18,000,000 in 1982 on billings of $120,000,000. Its gross income in 1981 was $12,500,000 on billings of $83,400,000. The agency did not break out those figures.

Included in the agency's results are the billings and income of the following U.S. subsidiaries: Mathieu, Gerfen & Bresner/Bloom; Automated Productions Inc.; Bloom Advertising Too; The Collateral Group; Impact Promotions of the Southwest, and PR Advisors Inc.

In 1982, the agency gained Abbott Labs (Murine and Clear Eyes); Schering-Plough, billing $20,000,000, from Foote, Cone & Belding and Marschalk Co.; Richardson-Vicks (Formby Inc. new products and E.A. Thompson Co.), and The Wine Group (Mogen David wines, Franzia wines, Tribuno vermouth), billing $1,500,000.

It lost Braniff International, currently in Chapter 11; Wendy's International (mountain regions), and Cibco Importing Co. (Carta Blanca, Tecate and Bohemia imported Mexican beers).

Billings breakdown: Newspapers 28%, magazines 10%, radio 22%, network tv 12%, spot tv 24%, outdoor 4%.

The agency has 350 employes in three offices; a year ago it had the same number.

Top execs: Robert H. Bloom, chairman-ceo, The Bloom Cos.; C. Anthony Wainwright, chairman-ceo; Samuel R. Bloom, chairman, Automated Productions; Pat Austin, president, Bloom Advertising Too; Alan P. Vera, president, Bloom Industrial Advertising; Susan Cadenhead, president, Automated Productions; Tom Smith, general manager, Impact Promotions, and Paul MacMahon, exec vp-director of marketing services, The Bloom Agency.

Phone: (214) 638-8100.

Bozell & Jacobs

Gross Income	1982	1981
U.S.	$69,250,000	$61,700,000
International	1,000,000	900,000
Total	$70,250,000	$62,600,000

Bozell & Jacobs, New York, reported gross income of $70,250,000 in 1982 on billings of $514,600,000. Its gross income in 1981 was $62,600,000 on billings of $425,700,000.

The agency's 1982 U.S. volume of $508,000,000 million included $344,000,000 in media, $86,000,000 in materials and services and $78,000,000 in capitalized fees. Its 1981 U.S. volume of $420,000,000 included $279,700,000 in media, $72,300,000 in materials and services and $68,000,000 in capitalized fees.

The agency's overseas volume was $6,600,000 in 1982 and $5,700,000 in 1981. Included in the agency's figures

Production credits

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Agencies with gross income of more than $15 million

Figures shown in this table (000,000 omitted from dollar totals) and in the tables on Page 1 represent the best information available to ADVERTISING AGE and are constructed either from answers to questionnaires (sometimes revised on the basis of other information) or on the best data available. In some cases, income and billings figures are also included in the parent company totals. **All material on this page and throughout the issue are copyright 1982 by Crain Communications Inc. Quotation or reproduction in whole or in part without written permission is expressly prohibited.**

World Income Rank		Agency	World Gross Income		U.S. Gross Income		World Billing		U.S. Billing		U.S. Capitalized Fees		Total Employes	
1982	1981		1982	1981	1982	1981	1982	1981	1982	1981	1982	1981	1982	1981
1	1	Young & Rubicam	376.6	349.9	246.7	222.6	2,511.7	2,334.2	1,645.4	1,490.0	195.4	210.0	7,025	6,861
2	5	Ted Bates Worldwide	356.1	236.7	233.4	129.1	2,374.0	1,578.1	1,555.8	860.4	176.2	89.4	5,041	4,864
3	2	J. Walter Thompson Co.,	347.1	331.7	167.2	153.7	2,315.2	2,212.7	1,115.4	1,025.4	—	—	7,443	7,419
4	3	Ogilvy & Mather	315.0	286.5	176.9	157.5	2,151.0	1,933.8	1,179.7	1,050.3	—	—	7,010	6,000
5	4	McCann-Erickson Worldwide	276.1	277.3	82.5	75.8	1,841.4	1,849.3	550.3	505.3	—	—	5,850	5,880
6	6	BBDO International	238.3	205.2	155.0	127.9	1,605.5	1,400.0	1,050.5	858.8	182.9	115.5	3,583	2,996
7	7	Leo Burnett Co.	221.2	198.6	136.0	124.0	1,487.4	1,336.0	919.8	838.4	15.3	14.2	3,498	3,236
8	14	Saatchi & Saatchi Compton Worldwide	186.5	149.3	68.7	59.8	1,302.6	1,020.6	510.9	420.4	119.8	75.7	1,140	—
9	9	Foote Cone & Belding	178.1	170.3	126.8	116.5	1,195.9	1,153.5	853.9	794.7	—	—	3,888	3,790
10	10	Doyle Dane Bernbach	175.9	166.2	129.0	119.2	1,235.0	1,150.7	920.0	800.7	82.5	76.4	2,986	2,850
11	8	SSC&B:Lintas Worldwide	175.0	176.4	45.5	41.7	1,153.0	1,168.3	303.7	277.8	—	—	3,713	3,603
12	11	D'Arcy-MacManus & Masius	167.3	164.0	79.1	73.9	1,113.5	1,094.3	527.2	492.4	—	—	3,504	3,479
13	12	Grey Advertising	148.1	133.4	109.0	94.4	987.7	889.8	727.0	629.8	52.7	34.7	3,789	3,285
14	13	Benton & Bowles	127.6	121.3	81.6	81.4	885.7	825.9	553.9	538.1	157.8	100.1	2,763	2,890
15	15	Marschalk Campbell-Ewald Worldwide	119.0	106.0	81.6	64.9	793.6	707.3	544.5	432.7	—	—	1,964	1,922
16	16	Dancer Fitzgerald Sample	96.4	85.2	86.4	76.4	666.0	599.6	576.0	520.0	—	—	2,764	2,830
17	17	N W Ayer Inc.	83.9	77.6	73.1	68.4	587.0	532.3	515.0	470.6	48.2	42.4	1,252	1,213
18	20	William Esty Co.	82.0	66.8	82.0	66.8	550.0	445.0	550.0	445.0	—	—	636	622
19	19	Marsteller Inc.	81.2	71.7	58.6	50.2	541.5	478.2	390.8	334.5	—	—	1,648	1,492
20	18	Needham, Harper & Steers,	79.0	73.6	62.8	59.2	526.8	490.0	419.2	395.0	115.5	77.9	1,913	1,778
21	21	Wells, Rich, Greene	79.0	65.2	77.6	64.0	527.0	435.0	517.5	426.7	76.4	80.7	720	676
22	23	Bozell & Jacobs	70.3	62.6	69.3	61.7	514.6	425.7	508.0	420.0	78.0	68.0	1,360	1,393
23	24	NCK Organization	69.8	56.7	5.2	4.9	433.5	378.0	43.0	39.2	7.4	7.9	1,184	933
24	22	Kenyon & Eckhardt	64.9	63.1	49.5	48.1	436.9	411.9	334.4	311.9	40.4	37.8	2,676	2,578
25	25	Ketchum Communications	54.3	48.7	44.0	38.6	362.0	342.1	293.2	257.2	67.8	49.6	1,100	1,035
26	26	Cunningham & Walsh	47.8	36.7	47.8	36.7	331.3	283.0	331.3	283.0	14.9	13.3	680	630
27	28	Campbell-Mithun	37.4	31.5	37.4	31.5	251.6	210.0	251.6	210.0	31.6	30.0	627	600
28	30	Backer & Spielvogel	37.2	30.0	37.2	30.0	249.5	201.0	249.5	201.0	9.5	8.0	429	324
29	53	Geers Gross	34.5	11.3	22.0	11.3	233.0	157.0	150.0	79.5	16.0	—	290	250
30	28	Ross Roy Inc.	33.3	30.5	33.3	30.5	222.0	203.0	222.0	203.0	85.0	72.0	493	493
31	—	TBWA Advertising	33.0	31.7	5.4	3.8	220.2	211.0	36.0	25.0	—	—	500	520
32	31	Creamer Inc.	27.8	25.0	27.8	25.0	185.0	167.0	185.0	167.0	16.0	15.0	550	512
33	29	Scali, McCabe, Sloves	27.7	27.2	20.4	19.0	202.3	185.6	135.2	131.0	—	—	542	478
34	47	Laurence, Charles & Free	26.3	21.6	26.3	21.6	175.0	144.0	175.0	144.0	8.0	7.0	193	179
35	33	Leber Katz Partners	25.9	22.9	25.9	22.9	225.0	189.5	225.0	189.5	30.8	29.3	248	249
36	35	Della Femina, Travisano & Partners	25.8	21.7	25.8	21.7	172.0	161.0	172.0	161.0	18.2	15.1	346	321
37	32	Wunderman, Ricotta & Kline	23.8	23.6	17.2	15.9	159.0	157.4	115.0	105.7	—	—	381	374
38	37	Dailey & Associates	22.8	18.5	19.3	13.1	152.6	142.2	128.5	87.3	28.2	19.2	600	548
39	45	W. B. Doner & Co.,	21.6	15.5	21.6	15.5	144.0	103.0	144.0	103.0	25.5	25.0	385	341
40	36	McCaffrey & McCall	20.8	19.9	20.8	19.9	140.2	134.5	140.2	134.5	—	—	310	301
41	38	Doremus & Co.	20.4	18.1	20.4	18.1	135.8	119.3	135.8	119.3	49.2	50.6	322	341
42	34	Nationwide Advertising	20.1	21.9	18.7	19.1	68.3	90.3	63.3	79.0	—	—	270	386
43	46	Tatham-Laird & Kudner,	20.1	14.6	20.1	14.6	133.0	98.0	133.0	98.0	39.2	28.0	312	300
44	—	Admarketing Inc.	18.8	12.8	18.8	12.8	126.2	85.0	126.2	85.0	—	—	250	190
45	44	Tracy-Locke/BBDO	18.7	15.8	18.7	—	157.4	139.1	157.4	139.1	44.4	44.2	308	287
46	40	Jordan, Case & McGrath	18.6	16.6	18.6	16.6	123.2	110.5	123.2	110.5	24.0	20.0	165	155
47	42	Warwick Advertising	18.0	16.2	18.0	16.2	120.0	104.0	120.0	104.0	33.0	28.0	270	260
48	50	The Bloom Cos.	18.0	12.5	18.0	12.5	120.1	83.4	120.1	83.4	—	—	350	350
49	51	Ally & Gargano	16.96	11.8	16.9	11.8	126.0	82.9	126.0	82.9	5.9	5.9	209	155
50	43	Keller-Crescent Co.	16.8	16.0	16.8	16.0	85.7	84.6	85.7	84.6	47.3	42.9	585	585
51	48	Sudler & Hennessey	16.2	13.8	12.3	10.2	108.0	92.0	82.0	68.0	—	—	285	232
52	41	Eisaman, Johns & Laws	15.1	16.5	15.1	16.5	106.8	114.7	106.8	114.7	2.8	—	195	209

Agencies with gross income of $5 million to $15 million

World Income Rank		Agency	Gross Income 1982	Total Billing 1982	Gross Income 1981	Total Billing 1981	Capitalized Fees		Total Employes	
1982	1981						1982	1981	1982	1981
53	49	Chiat/Day	14,263,549	135,843,325	13,646,412	125,355,707	34,640,051	30,898,569	320	262
54	56	MCA Advertising	13,420,000	102,700,000	10,350,000	85,300,000	3,445,000	7,575,000	75	65
55	57	Diener/Hauser/Bates	12,563,000	101,364,000	10,389,000	89,057,000	—	—	200	166
56	54	Medicus Intercon International	12,412,000	106,022,000	10,229,000	89,175,000	31,755,000	26,039,000	250	250

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World Income Rank 1981	World Income Rank 1982	Agency	Gross Income 1982	Total Billing 1982	Gross Income 1981	Total Billing 1981	Capitalized Fees 1982	Capitalized Fees 1981	Total Employes 1982	Total Employes 1981
57	55	Rosenfeld, Sirowitz & Lawson	12,400,000	98,500,000	10,571,000	85,000,000	22,948,200	19,800,000	190	170
58	68	Hill, Holliday, Connors, Cosmopulos	12,226,200	92,591,500	8,215,000	61,488,000	48,801,100	30,355,000	205	173
59	69	Humphrey Browning MacDougall	12,007,000	80,086,000	8,100,000	54,027,000	3,500,000	2,500,000	226	173
60	63	Nadler & Larimer	12,000,000	80,000,000	8,800,000	59,000,000	—	—	180	150
61	52	Cole & Weber	11,957,047	81,206,498	11,442,224	79,218,777	18,692,388	20,036,100	187	219
62	58	Waring & LaRosa	11,250,000	75,000,000	9,750,000	65,000,000	6,400,000	5,500,000	135	130
63	59	AC&R Advertising	11,108,000	71,207,000	9,438,000	64,466,000	1,808,000	2,621,000	180	178
64	60	Kornhauser & Calene	11,100,000	95,484,800	9,100,000	80,154,400	3,000,000	2,500,000	159	108
65	61	David W. Evans Inc.	10,575,000	70,500,000	9,075,000	60,500,000	23,333,333	20,000,000	213	206
66	—	Cato Johnson	9,521,594	63,330,102	8,503,140	57,111,572	32,390,773	30,525,502	165	160.
67	76	Sieber & McIntyre	9,350,000	63,180,700	7,292,925	51,362,951	43,689,740	35,147,835	166	133
68	65	Al Paul Lefton Co.	9,150,000	61,000,000	8,700,000	58,000,000	—	—	186	185
69	71	Henderson Advertising	9,044,000	60,296,000	7,818,000	52,118,000	5,646,000	5,595,000	118	110
70	91	Davis, Johnson, Mogul& Colombatto	9,004,000	60,030,000	6,080,000	38,000,000	5,140,000	2,660,000	160	150
71	78	Geer, DuBois	9,000,000	60,000,000	7,200,000	48,240,000	—	—	125	120
72	62	Lewis & Gilman	9,000,000	60,000,000	8,850,000	59,000,000	19,000,000	15,700,000	202	200
73	67	Calet, Hirsch, Kurnit& Spector	8,800,000	78,000,000	8,500,000	70,000,000	16,500,000	13,000,000	170	160
74	82	Lord, Geller, Federico, Einstein	8,761,989	66,047,542	6,695,662	52,912,730	13,572,209	17,216,824	137	126
75	84	Wyse Advertising	8,618,044	64,650,317	6,579,490	48,157,348	21,987,028	17,187,056	190	172
76	66	Rumrill-Hoyt	8,362,000	55,800,000	8,550,000	57,000,000	25,162,000	23,884,000	168	165
77	73	Avrett, Free & Ginsberg	8,310,570	74,849,000	7,487,000	67,431,500	6,117,000	6,336,500	78	89
78	70	William Douglas McAdams Inc.	8,258,000	55,509,000	7,900,000	52,621,000	8,738,000	8,076,000	161	165
79	—	Stone & Adler	8,161,000	54,346,000	5,940,000	39,600,000	—	—	150	140
80	75	Meldrum & Fewsmith	8,100,000	55,000,000	7,350,000	49,000,000	—	—	170	170
81	85	Kallir, Philips, Ross	8,091,000	75,635,000	6,470,000	55,403,000	43,548,000	34,971,000	140	135
82	—	Direct Marketing Agency	8,000,000	39,750,000	7,000,000	34,600,000	37,350,000	32,500,000	53	46
83	79	Ingalls Advertising	7,750,000	56,500,000	7,000,000	51,000,000	20,000,000	16,000,000	165	160
84	—	BDA/BBDO	7,726,452	51,509,680	6,895,397	45,969,313	3,695,760	4,110,393	87	84
85	89	Levine, Huntley, Schmidt& Beaver	7,615,000	50,767,000	6,327,000	42,180,000	6,244,000	6,710,000	91	85
86	86	Arnold & Co.	7,598,627	50,682,842	6,405,312	42,756,875	12,673,000	5,142,350	196	150
87	87	Hicks & Greist	7,500,000	55,000,000	6,400,000	46,000,000	3,000,000	2,500,000	117	113
88	77	Advertising to Women	7,400,000	58,000,000	7,200,000	55,000,000	—	—	89	94
89	—	Brouillard Communications	7,290,932	48,914,339	6,109,812	40,645,106	8,509,446	6,212,411	100	96
90	72	Fahlgren & Ferriss	7,200,000	48,024,000	7,550,000	50,360,000	18,850,000	20,835,000	150	165
91	92	Ammirati & Puris	6,900,000	46,000,000	6,000,000	40,000,000	—	2,000,000	84	70
92	--	Richardson, Myers& Donofrio	6,865,793	40,389,484	4,403,221	29,354,808	3,851,344	2,936,399	114	85
93	80	Griswold-Eshleman	6,848,307	42,665,283	6,961,800	43,013,204	5,812,651	5,759,272	151	156
94	—	Robinsons Inc.	6,610,000	44,086,700	4,843,000	32,364,450	40,086,700	-28,914,450	90	90
95	96	McKinney Silver & Rockett	6,588,468	43,924,632	5,403,491	36,024,967	3,018,221	3,383,971	86	73
96	88	Creswell, Munsell, Fultz & Zirbel	6,565,000	43,800,000	6,375,000	42,521,000	—	—	136	140
97	—	Richard & Edward's	6,375,000	42,500,000	3,337,500	22,500,000	—	—	26	14
98	93	Cramer-Krasselt	6,350,000	45,000,000	5,780,000	41,000,000	—	—	109	102
99	90	Tucker Wayne & Co.	6,190,000	43,222,000	6,210,000	43,258,000	3,511,803	3,564,000	95	106
100	—	Muir Cornelius Moore	6,164,127	41,114,727	4,000,000	26,680,000	41,114,727	26,680,000	102	60
101	74	McDonald & Little	6,123,000	44,504,000	7,448,000	51,200,000	14,800,000	22,162,000	82	112
102	—	Barnum Communications	6,121,000	40,292,000	4,610,950	30,343,000	23,525,000	19,143,000	80	70
103	99	Sawdon & Bess	6,000,000	40,000,000	5,235,000	35,000,000	2,680,000	2,100,000	72	64
104	94	Towne, Silverstein & Rotter	6,000,000	40,000,000	5,555,000	37,000,000	—	—	55	54
105	97	Smith/Greenland	5,960,000	39,000,000	5,300,000	34,000,000	4,335,500	3,335,000	104	104
106	—	Fletcher/Mayo/Associates	5,622,000	51,328,000	4,706,000	42,285,000	36,465,000	30,569,000	150	124
107	—	Earle Palmer Brown& Associates	5,607,904	39,268,423	3,675,000	26,726,313	11,255,039	8,580,642	125	105
108	95	Spiro & Associates	5,587,900	42,100,000	5,521,600	40,901,000	24,185,000	23,525,000	110	—
109	100	Group 3hree Advertising	5,565,241	20,903,859	5,161,075	19,385,754	13,489,034	12,509,418	34	28
110	—	Beber Silverstein & Partners	5,500,000	35,100,000	3,330,000	21,860,000	3,000,000	1,860,000	50	40
111	—	William Cook Advertising,	5,500,000	36,308,294	4,600,000	31,034,397	—	—	104	104
112	98	Venet Advertising	5,478,000	39,304,000	5,241,000	38,160,000	9,798,200	9,244,700	150	129
113	—	McKinney Inc.	5,378,400	40,000,100	4,800,000	35,200,000	27,460,100	22,327,000	122	130
114	—	Valentine-Radford	5,378,002	37,838,836	4,771,500	32,655,815	12,738,946	10,188,372	89	93
115	—	Cadwell Davis Partners	5,366,000	43,470,000	3,360,000	28,980,000	7,632,000	5,802,000	58	30
116	—	Rolf Werner Rosenthal Inc.	5,328,638	38,030,206	4,560,931	30,406,206	23,856,762	20,142,724	88	76
117	—	Quinn & Johnson	5,300,094	35,333,956	4,278,273	28,641,067	2,394,741	2,698,247	85	90
118	—	Lavey/Wolff/Swift	5,300,000	36,000,000	4,600,000	31,000,000	36,000,000	31,000,000	95	75
119	—	Mandabach & Sims	5,300,000	35,903,000	4,600,000	30,888,000	—	—	104	104
120	—	Altschiller, Reitzfeld, Solin/NCK	5,199,600	42,972,000	4,944,000	39,240,000	7,402,000	7,850,000	53	51
121	—	North Castle Partners	5,153,000	34,008,000	4,682,000	32,672,000	16,008,000	10,872,000	60	55
122	—	The Richards Group	5,072,000	35,851,000	4,035,000	29,758,000	22,411,000	19,263,000	90	75
123	—	Robert A. Becker Inc.	5,021,000	33,500,000	4,875,000	31,715,300	12,025,700	11,375,600	75	85

Agencies with gross income of $1 million to $5 million

Agency	1982	1981
Keyes Martin	4,985,000	4,930,000
Muller Jordan Weiss	4,897,964	4,635,573
Harold Cabot & Co.	4,800,000	4,500,000
Weightman Inc.	4,800,000	4,650,000
Colle & McVoy Advertising Agency	4,730,000	4,095,517
Cochrane Chase, Livingston & Co.	4,712,740	——
Stern Walters/Earle Ludgin	4,615,782	4,503,006
Goodwin, Dannenbaum, Littman & Wingfield	4,600,000	3,628,800
Howard Swink Advertising	4,507,077	3,831,057
Ash/LeDonne	4,500,000	5,250,000
Ehrlich-Manes & Associates	4,500,000	4,000,000
Mel Richman Inc.	4,500,000	4,000,000
Lois, Pitts, Gershon	4,400,000	3,912,000
M.E.D. Communications	4,400,000	3,950,000
Elkman Advertising	4,365,000	3,500,000
Sacks & Rosen Advertising	4,320,000	3,450,000
Albert Jay Rosenthal & Co.	4,275,000	3,795,000
Batz Hodgson Neuwoehner	4,229,632	4,069,036
Mathieu, Gerfen & Bresner/Bloom	4,200,000	3,500,000
Shaller Rubin Associates	4,200,000	4,100,000
Trout & Ries	4,128,600	4,493,070
Lawler Ballard Advertising	4,100,000	3,030,000
Burton-Campbell	4,072,850	3,012,026
Carmichael-Lynch Advertising	4,066,000	3,969,000
Bentley, Barnes & Lynn	4,040,596	4,804,044
Long, Haymes & Carr	4,025,000	3,100,000
Lord, Sullivan & Yoder	3,999,728	3,878,429
VanSant Dugdale & Co.	3,945,665	4,203,264
DBG&H Unlimited	3,884,701	3,330,508
Thomas G. Ferguson Associates	3,853,472	3,265,654
Slater, Hanft, Martin	3,807,000	3,267,000
Bader Rutter & Associates	3,785,236	3,574,748
Kobs & Brady Advertising	3,780,627	3,188,414
Paragon Advertising Agency	3,712,000	3,244,000
Miller Advertising	3,700,000	3,300,000
Mars Advertising	3,600,000	——
Edwin Bird Wilson Inc.	3,550,000	2,865,000
Hood, Hope & Associates	3,507,088	3,076,014
G.M. Feldman & Co.	3,495,000	2,940,000
Smith-Hemmings-Godsen	3,479,000	3,218,000
Marc & Co.	3,450,000	3,200,000
Carr Liggett	3,437,660	3,478,019
Rives Smith Baldwin & Carlberg/Y&R	3,401,000	3,035,000
Altman, Stoller, Weiss Advertising	3,400,000	3,300,000
Fisher/Feld	3,400,000	3,150,000
Faller Klenk & Quinlan	3,368,438	2,872,000
Dugan/Farley Communications	3,367,712	2,738,034
Gray & Rogers	3,360,000	3,764,314
Jepson-Murray Advertising	3,321,240	2,920,990
AdCom Inc.	3,300,000	2,800,000
Lang, Fisher & Stashower Advertising	3,300,000	3,000,000
Grant/Jacoby	3,278,000	3,600,000
Frank Vos Co.	3,275,130	2,975,846
Margeotes/Fertitta & Weiss	3,216,320	2,796,800
WLK Cos.	3,200,000	2,030,000
Advertising Inc.	3,190,000	2,650,000
Stern/Monroe	3,190,000	2,200,000
A&M Associates	3,180,000	2,610,000
Garfield-Linn & Co.	3,165,000	2,250,000
Liller Neal	3,143,935	3,500,496
Griffin Bacal	3,120,000	2,280,000
Doe-Anderson Advertising Agency	3,068,787	2,456,746
Kerker & Associates	3,052,845	2,649,500
Frank J. Corbett Inc.	3,000,000	2,600,000
Kalish & Rice	3,000,000	2,500,000
Mintz & Hoke	2,975,000	2,386,837
Vicom Associates	2,906,095	2,174,877
The Bomstein Agency	2,883,272	2,923,667
Maher, Pastor & Stevens	2,880,000	1,500,000
Van Brunt & Co.	2,850,000	2,715,000
GSD&M Advertising	2,832,127	2,195,282
Barry Blau & Partners	2,831,456	2,665,296
Smith Burke & Azzam	2,805,000	302,000
Dorritie & Lyons	2,800,000	1,200,000
Mutual Media	2,800,000	2,100,000
Hume-Smith-Mickelberry	2,775,000	2,775,000
Franklin Spier Inc.	2,772,000	2,649,977
Simons Michelson Zieve	2,760,000	2,350,000
Jim Johnston Advertising	2,718,246	2,626,731
Firestone & Associates	2,689,450	2,755,400
Abert, Newhoff & Burr	2,656,284	2,420,232
Mike Sloan Inc.	2,639,950	2,560,000
Ackerman & McQueen	2,636,181	2,214,208
Point Communications	2,631,673	——
Kenrick Advertising	2,625,000	2,100,000
Don Tennant Co.	2,607,000	2,697,000
Winius-Brandon Advertising	2,602,639	2,323,794
Juhl Advertising Agency	2,600,000	2,290,000
Knoth & Meads Co.	2,591,987	1,931,000
Pinne, Garvin & Hock	2,554,823	2,363,802
Malone Inc.	2,550,000	1,950,000
Barkley & Evergreen	2,543,200	2,536,300
Romann & Tannenholz	2,521,700	2,143,200
Daniel Glassman Advertising	2,499,277	1,299,902
Specht, Gilbert & Partners	2,489,000	2,299,000
Kraft Smith	2,487,376	2,526,623
Craig, Lamm, Hensley & Alderman Advertising	2,477,354	1,987,969
Trahan, Burden & Charles	2,475,000	1,920,000
Serino, Coyne & Nappi	2,473,000	1,677,000
Leslie Advertising	2,469,022	1,826,623
William R. Biggs/Gilmore Associates	2,456,000	2,183,000
John Paul Itta Inc.	2,435,000	2,065,000
Epsilon	2,400,000	1,700,000
Jordan/Tamraz/Caruso Advertising	2,370,000	2,190,000
Giardini/Russell	2,339,810	1,963,418
S.R. Leon Co.	2,325,000	2,200,000
Vantage Advertising & Marketing Associates	2,314,000	1,980,000
Louis Benito Advertising	2,310,000	1,720,000
Jack Wodell Associates	2,300,000	2,100,000
Howard, Merrell & Boykin	2,289,356	1,504,287
BBDM Inc.	2,272,527	1,581,522
Henderson & Friedlich	2,258,041	1,969,300
Owens & Associates	2,250,000	1,740,000
Jarman, Spitzer & Felix	2,247,464	1,756,134
Symon & Hilliard	2,240,000	2,136,000
Sherwood & Schneider	2,230,000	2,040,000
Levenson & Levenson	2,228,076	——
Philip Stogel Co.	2,225,000	2,100,000
Frankenberry, Laughlin & Constable	2,200,000	1,000,000
Hammond Farrell	2,199,766	1,882,361
Gerber Advertising	2,195,000	1,850,000
SCG Advertising	2,171,400	1,233,600
Martin, Sturtevant, Silverman & Marshall	2,130,150	1,232,550
Eisner & Associates	2,128,175	1,624,342
MacNamara, Clapp & Klein	2,119,504	——
Marketing Support	2,112,258	1,981,514
Carlson, Liebowitz & Olshever	2,100,000	2,000,000
David Deutsch Associates	2,098,933	1,950,000
Tycer-Fultz-Bellack Ltd.	2,097,724	1,521,153
Penchina, Selkowitz Inc.	2,088,000	——
Media Selection Corp.	2,082,034	——
Homer & Durham Advertising	2,073,461	1,933,720
Broyles, Allebaugh & Davis	2,071,200	2,194,505
William J. Bologna International	2,051,000	1,266,000
Stephan & Brady	2,020,145	2,338,656
Yellow Pages Marketing Services	2,013,000	1,508,000
Baxter, Gurian & Mazzei	2,000,000	1,900,000
Fry/Hammond/Barr	2,000,000	1,725,000
Group Two Advertising	2,000,000	1,900,000
Ruvane • Leverte	2,000,000	1,900,000
Schaefer Advertising	1,995,000	1,710,000
Frank C. Nahser Inc.	1,991,000	2,073,000
Dawson, Johns & Black	1,989,000	2,100,000
SAAS Advertising	1,983,700	1,557,000
Garber, Goodman & Rothchild	1,971,600	1,372,600
Berry, Brown	1,950,000	1,032,900
Emerson/Nichols/Bailey	1,924,840	869,645
Cal-Ad Co.	1,900,000	1,750,000
The Food Group	1,900,000	1,700,000
Miller-Reid Group	1,900,000	370,000
Popejoy & Fischel Advertising	1,900,000	2,045,000
Warner, Bicking & Fenwick	1,899,526	1,914,816
Kaufman, Lansky, Baker	1,890,000	1,800,000
Intermarco Advertising	1,887,060	950,000
Kresser & Robbins	1,875,000	1,500,000
Wilton, Coombs & Colnett	1,861,300	1,828,940
Stolz Advertising	1,857,594	2,019,647
Greenstone & Rabasca	1,850,000	1,500,000
Widerschein/Strandberg Associates	1,847,874	1,728,152
Provandie & Chirurg	1,835,940	1,732,070
Healthmark Communications	1,828,000	3,000,000
Robert L. Cohn Advertising	1,820,000	1,672,350
Gumpertz/Bentley/Fried	1,810,997	1,753,020
Imahara & Keep	1,810,598	1,573,136
Ted Chin & Co.	1,810,000	1,625,000
Witherspoon & Associates	1,809,447	1,419,319
Busse & Cummins	1,800,000	1,300,000
Castor Spanish International	1,800,000	1,500,000
Ralph Kent Cooke Inc.	1,800,000	1,950,004
Fairfax Inc.	1,800,000	1,750,000
Mendoza, Dillon & Asociados	1,800,000	1,670,000
Newmark, Posner & Mitchell	1,800,000	1,200,000
Scheer Advertising Agency	1,800,000	1,050,000
Marquardt & Roche	1,799,960	1,610,164
AMS Advertising	1,797,737	580,500
Haddon Advertising	1,778,236	1,771,500

➡

Gross income over $15,000,000

are the billings and income of the following U.S. subsidiaries: Marketing Decisions Inc. and Custom Production Services.

Its acquisition of Lee King & Partners was completed in October, 1982.

In 1982, the agency gained Avis Rent-A-Car (national franchisees), billing $6,000,000, Ingersoll Rand, Merrill Dow Pharmaceuticals, Cromenco, Mead Johnson & Co., Jartran, Alberto-Culver, Bally Mfg., Jim Beam Distilling, Illinois State Lottery, Thomas B. Lipton Inc., Stauffer Chemicals-Dyfonite and New Jersey Department of Commerce & Economic Development.

It lost Norwegian America Cruises, billing $3,000,000; Johnson-Matthey Inc.; Poppin' Fresh pies; Volunteer Capital Corp.; Godfather's Pizza, billing $2,500,000; L & S Heath & Sons; Cameron Iron Works and Cessna Aircraft.

Overseas, the agency gained Provincial Trust, Datapoint Canada, Cad-Tech Group, Monte Cristo, Ticket restaurant and Augustus Barnett. It lost Butlins and Torline overseas.

Billings breakdown: Newspapers 20%, magazines 29%, radio 7%, network tv 5%, spot tv 35%, Yellow Pages 4%.

The agency has 1,360 employes in 17 offices, including 1,333 in 12 U.S. offices. A year ago it had 1,393 employes in 18 offices, including 1,300 in 13 U.S. offices.

Top execs: Charles D. Peebler, president-ceo; J. Liener Temerlin, chairman; Alan J. Jacobs, chairman, executive committee; Joseph Caggiano, vice-chairman & chief financial officer; Lee King, vice-chairman & creative director; Ronald Anderson, exec vp; David A. Bell, president, Atlantic and Midwest divisions; James A. Canfield, president, B&J Public Relations; H. Don Carlos, executive vice-chairman; Peter M. Finn, president Southwest division; C.J. Frazier, president, agricultural division; Richard Hamblin, president Pacific division, and Jaye S. Niefeld, Robert W. Eelty, exec vps.

Phone: (212) 705-6000.

Leo Burnett Co.

Gross Income	1982	1981
U.S.	$136,017,000	$124,011,000
International	85,142,000	74,632,000
Total	$221,159,000	$198,643,000

Leo Burnett Co., Chicago, reported gross income of $221,159,000 in 1982 on billings of $1,487,434,000. In 1981 it reported gross income of $198,643,000 on billings of $1,335,975,000.

The agency's 1982 U.S. volume of $919,796,000 consisted of $794,174,000 in media, $110,360,000 in materials and services and $15,262,000 in capitalized fees. Its 1981 U.S. volume of $838,391,000 consisted of $742,359,000 in media, $81,862,000 in materials and services and $14,170,000 in capitalized fees.

The agency's overseas volume was $567,638,000 in 1982 and $497,584,000 in 1981. It did not break out those figures.

In 1982, the agency gained Miller Brewing Co. (new Miller Special Reserve beer). It lost no accounts.

Overseas, the agency gained Cathay Pacific, Delta Hotels and Weston Bakeries Ltd. in Canada; Sofida, Fromagerie Rambol and Hyatt Regency Hotel in Belgium; Nikon cameras, Austin Rover Ranger, Libby's, Scottish and Newcastle's Kalback; Apple computers, Unipart, National Westminster Bank, Nestle's fine blend coffee, Cathay Pacific and Fisher Hi-Fi in Great Britain; Apple computers, Bayer AG aspirin, Louis Feraud, Star-Kist foods and Schott Glaswerke in West Germany; Philip Morris-Marlboro cigarets, Benrouri-Le Creuset, Gloria Vanderbilt jeans and Standard Electric in Greece, Beecham and 7UP (new products) in Spain.

Overseas, it lost the following accounts: BL Belgium, in Belgium; Suchard GmbH, in West Germany, and CBS-Records and Parker pens in Greece.

Billings breakdown: Newspapers 12%, magazines 18%, radio 3%, network tv 41%, spot tv 18%, outdoor 8%.

The agency has 3,498 employes in 43 offices, including 1,623 in five U.S. offices; a year ago it had 3,236 employes in 41 offices, including 1,557 in five U.S. offices.

Top execs: C.R. Kopp, chairman; John J. Kinsella, president-ceo; Norman Muse, vice-chairman; Hall Adams Jr., chairman-ceo, Burnett USA; Richard Stanwood, president, Burnett USA; Wayne A. Wiggins, chairman-ceo, international, and Thomas D. Heath, vice-chairman, Burnett USA.

Phone: (312) 565-5959.

Campbell-Mithun

Gross Income	1982	1981
U.S.	$37,400,000	$31,500,000
Total	$37,400,000	$31,500,000

Campbell-Mithun, Minneapolis, a unit of Ted Bates & Co., reported gross income of $37,400,000 in 1982 on billings of $251,600,000. Its gross income in 1981 was $31,500,000 on billings of $210,000,000.

The agency's 1982 volume is estimated to have included $190,000,000 in media, $30,000,000 in materials and services and $31,600,000 in capitalized fees. Its 1981 volume is estimated to have included $155,000,000 in media, $25,000,000 in materials and services and $30,000,000 in capitalized fees.

In 1982, the agency gained Pentax Corp., billing $13,000,000, from Ally & Gargano and Cunningham & Walsh; Dourthe wine; Eaton Media Placement Service; Superior Tea & Coffee Co.; Toro Co., billing $5,000,000 from Ogilvy & Mather; Walter E. Heller Inc.; General Mills Nature Valley granola & fruit bars, chewy granola bars and Fruit Squeez fruit juice; Land O'Lakes Pour A'Quiche and Spoonery Cheese, and Lake to Lake cheeses.

It lost Woodbridge footwear, ADA Foodservice and Uniroyal Ag Chemicals.

Billings breakdown: Newspapers 10%, magazines 13%, supplements 2%, radio 8%, network tv 21%, spot tv 39%, outdoor 1%, business papers 3%, direct mail 3%. The agency has 627 employes in three offices; a year ago it had 600 employes in two offices.

Top execs: William Dunlap, president, ceo; George Gruenwald, chief creative officer; David Seibel, chairman-coo; Stan Blunt, chairman, executive committee; William Stein, vice-chairman; Raymond Sachs, vice-chairman, and Raymond Mithun, founder.

Phone: (612) 339-7383.

Compton Advertising

Gross Income	1982	1981
U.S.	$39,430,000	$35,330,000
Total	$39,430,000	$35,330,000

Compton Advertising, New York, a

Gross income over $15,000,000

unit of Saatchi & Saatchi Compton Worldwide, reported gross income of $39,430,000 in 1982 on billings of $304,300,000. Its gross income in 1981 was $35,330,000 on billings of $246,200,000.

The agency's 1982 volume consisted of $235,530,000 in media, $4,523,000 in materials and services and $64,247,000 in capitalized fees. Its 1981 U.S. volume consisted of $192,636,000 in media, $3,728,000 in materials and services and $49,836,000 in capitalized fees.

In 1982, the agency gained Paine Webber, billing $7,000,000; British Airways, billing $30,000,000; Gervais Danone (new products), AT&T (AMPS) and Procter & Gamble's Duncan Hines frosting.

It lost Harlequin: Jones Dairy, billing $1,000,000, and Procter & Gamble (Pert shampoo and conditioner), billing $10,000,000, to Leo Burnett Co.

Billings breakdown: Newspapers 5.1%, magazines 25.6%, radio 1.9%, network/spot tv 66.8%, outdoor 0.2%, other 0.4 %.

The agency has 662 employes in three offices.

Top execs: O. Milton Gossett, chairman-ceo; Robert H. Savage, president; Robert H. Huntington, exec vp-coo, and Kurt Willinger, Philip Voss, Gerald Germain and Richard Rasor, exec vps.

Phone: (212) 754-1100.

Creamer Inc.

Gross Income	1982	1981
U.S.	$27,773,000	$25,000,000
Total	$27,773,000	$25,000,000

Creamer Inc., New York, reported gross income of $27,773,000 in 1982 on billings of $185,000,000. Its gross income in 1981 was $25,000,000 on billings of $167,000,000.

The agency's 1982 volume consisted of $149,000,000 in media, $20,000,000 in materials and services and $16,000,000 in capitalized fees. Its 1981 volume consisted of $134,000,000 in media, $18,000,000 in materials and services and $15,000,000 in capitalized fees.

Included in the agency's figures are the billings and income of a pr subsidiary, Creamer Dickson Basford. The agency last year gained the following accounts through its acquisition of the James Neal Harvey Inc. agency: Binney & Smith; Canada Dry's No-Cal division; Glenbrook Laboratories. It also gained Rado Watches. In late 1982, the agency learned that it would lose Wella Corp., a $6,000,000 account that came to the agency through the Harvey agency purchase. It also lost Taylor Rental.

Billings breakdown: Newspapers 10%, magazines 30%, supplements 2%, radio 5%, network tv 18%, spot tv 32%, outdoor 2%, other 1%.

The agency has 550 employes in six U.S. offices; a year ago it had 512.

Top execs: Donald E. Creamer, chairman-ceo; Harold L. Strauss, vice-chairman-coo; Herbert F. Burger, Peter Lubalin, Albert J. Bouchard Jr., Donald C. Porteous and William Sprague, exec vps.

Phone: (212) 887-8000.

Cunningham & Walsh

Gross Income	1982	1981
U.S.	$47,790,000	$36,740,000
Total	$47,790,000	$36,740,000

Cunningham & Walsh, New York, reported gross income of $47,790,000 in 1982 on billings of $331,285,000. Its gross income in 1981 was $36,740,000 on billings of $282,950,000.

A year ago, C&W was acquired by Newcourt Corp., a subsidiary of Mickelberry Co., which owns other agencies.

The agency's 1982 volume consisted of $286,485,000 in media, $29,950,000 in materials and services and $14,850,000 in capitalized fees. Its 1981 U.S. volume consisted of $243,950,000 in media, $25,750,000 in materials and services and $13,250,000 in capitalized fees.

In 1982, the agency gained American Home Foods (Luck's country style soups, Portovista spaghetti sauce); Boyle-Midway (Easy Off window cleaner and instant stain remover, Woolite powder, Aero wax); Andrew Jergens Co. (Jergens complexion bar, Natural Balance facial moisturizer); Beecham Products' Sominex; Gabriel Industries (CBS videogames, SBS software); Chuck E. Cheese Pizza Time Theatre; Harcourt Brace Jovanovich; Miss King's Kitchens (gourmet foods); Naturade Products; Procter & Gamble (Puffs facial tissues, billing $6,000,000, and Citrus Hill orange juice); Ricoh of America (Ricoh copiers, Rapicom and corporate); Winthrop Labs' Phiso Puff, and Wrather Port Properties (Queen Mary and Hughes flying boat).

It lost Royal Viking Line; the former Southern Railway; Northern California Toyota Dealers, and Buick Dealers of Chicago.

Billings breakdown: Newspapers 11%, magazines 34%, supplements 1%, radio 2%, network tv 34%, spot tv 5%, outdoor 13%. The agency has 680 employes in five offices; a year ago it had 630.

Top execs: Anthony C. Chevins, president and Carl W. Nichols, chairman.

Phone: (212) 683-4900.

Dailey & Associates

Gross Income	1982	1981
U.S.	$19,273,150	$13,095,923
*International	3,520,000	5,436,090
Total	$22,793,150	$18,532,013

*AA estimate

Dailey & Associates, Los Angeles, had estimated gross income of $22,793,150 in 1982 on billings of $152,587,671. Its gross income in 1981 was estimated at $18,532,013 on billings of $142,216,159.

The agency's 1982 U.S. volume of $128,487,671 consisted of $79,650,118 in media, $20,656,146 in materials and services and $28,181,407 in capitalized fees. Its 1981 U.S. volume of $87,306,159 consisted of $53,872,122 in media, $14,185,738 in materials and services and $19,248,299 in capitalized fees.

The agency reported overseas volume of $24,100,000 in 1982 and $54,910,000 in 1981. It did not break out those figures.

In 1982, the agency gained Royal Viking Line, Northern California Honda Dealers, Synertek Inc. and Tymshare Inc.

It resigned Fairmont Hotels and lost Westours and San Francisco Convention & Visitors Bureau.

It did not report overseas account gains/losses.

Billings breakdown: Newspapers 6%, magazines 20%, radio 15%, network tv 18%, spot tv 17%, outdoor 3%, other 21%.

The agency has 600 employes in 14 offices, including 337 in two U.S. offices; a year ago it had 548 employes in 13 offices, including 260 in two U.S. offices.

Agency	1982	1981
Alexander Marketing Services	1,768,457	1,824,217
Jayme Organization	1,747,000	1,889,000
Weekley & Penny	1,746,925	1.826,143
Shailer Davidoff Rogers	1,735,000	1,600,000
Price/McNabb Advertising	1,730,000	1,330,000
Healy-Schutte & Comstock	1,727,037	1,492,446
Montgomery & Associates	1,725,000	1,650,000
The DR Group	1,709,000	1,750,000
Graber & Cohen Advertising	1,700,000	1,650,000
Weber Cohn & Riley	1,700,000	1,335,000
Greengage Associates	1,673,750	1,284,000
Abelson-Taylor	1,673,361	1,497,237
Simms & McIvor	1,670,000	180,000
Baker, Abbs, Cunningham & Klepinger	1,666,544	1,515,217
Northrup & Teel	1,652,000	1,588,000
Shaker Advertising	1,650,000	1,800,000
Warren/Kremer Advertising	1,650,000	1,200,000
Winters, Franceschi & Callahan	1,650,000	1,075,000
Caravetta Allen Kimbrough/BBDO	1,637,946	——
Pringle Dixon Pringle	1,620,000	1,007,400
Jameson Advertising	1,618,754	1,428,750
Yaffe Berline	1,613,366	1,400,000
Robinson Associates	1.611,091	1,169,371
Burton Advertising	1,611,000	1,593,000
Dwelley, Citrin & Associates	1,602,792	1,570,736
Berk & Co.	1,600,000	1,300,000
The Siesel Co.	1,600,000	1,500,000
Douglas Turner Inc.	1,600,000	1,434,884
Needham & Grohmann	1,598,675	1,521,769
Rogers, Weiss/Cole & Weber	1,587,000	1,335,000
Zylke & Affiliates	1,567,000	1,524,000
Kelly Advertising	1,561,511	1,540,000
Harry Viola Advertising	1,544,150	1,914,750
Womack/Claypoole/Griffin	1,539,954	1,469,800
Metzdorf Adverting	1,532,108	1,098,614
Murray/Bradley Group of Cos.	1,529,569	1,421,676
Jack Levy & Associates	1,526,651	1,629,790
Fitzgerald Advertising	1,517,132	1,262,946
Wardrop, Murtaugh, Temple & Frank	1,502,000	——
Caraway Kemp Communications	1,500,000	1,500,000
Kamstra Communications	1,500,000	1,400,000
Marvel Inc.	1,500,000	1,700,000
Mills Hall Walborn & Associates	1,500,000	930,623
Berenson & Isham	1,499,016	1,068,763
Jaqua Co.	1,480,985	1,400,000
Beaumont, Heller & Sperling	1,467,450	1,497,918
Launey, Hachmann & Harris	1,447,500	1,287,000
Carter, Callahan & Associates	1,437,317	915,952
Mace Advertising Agency	1,436,701	1,408,093
West, Gentry & Morris	1,418,007	1,605,930
Bergthold, Fillhardt & Wright	1,410,300	1,096,314
Stimpson Associates	1,407,345	790,037
Fern/Hanaway Inc.	1,402,500	1,275,000
Lally, McFarland & Pantello	1,400,000	670,000
Smith, Badofsky & Raffel	1,365,000	1,279,650
The Brady Co.	1,361,666	1,154,688
Schein/Blattstein Advertising	1,361,000	1,275,000
Smith, Kaplan, Allen & Reynolds Advertising Agency	1,353,144	1,125,105
Cavalieri Kleier	1,350,000	1,107,500
Hank Forssberg Inc.	1,350,000	895,000
Gulf State Advertising	1,349,374	1,057,654
BrainReserve Inc.	1,345,000	1,200,000
Red Barron Inc.	1,340,300	1,078,800
Leonard Monahan Saabye	1,340,000	734,000
Maris, West & Baker	1,336,277	1,080,000
William Eisner & Associates	1,331,058	1,357,400
Ken Schmidt Co.	1,325,500	899,900
Sullivan Higdon & Sink	1,324,672	965,503
Waldbillig & Besteman	1,308,097	1,221,307
Brand Advertising	1,303,389	1,534,390
Dudreck DePaul Ficco & Morgan	1,300,000	974,000
Monett Media	1,300,000	900,000
Sackett Consulting	1,300,000	——
Bergelt Advertising	1,277,000	1,260,600
Winchell Marketing Communications	1,275,000	1,200,000
Fessel, Siegfriedt & Moeller	1,270,625	891,310
Shaffer/MacGill & Associates	1,254,892	980,385
Winterkorn Lillis Inc.	1,250,000	1,260,000
Stone, August & Co.	1,221,000	661,760
The Ad Agency	1,218,800	1,108,000
Fearon O'Leary Kaprielian	1,215,000	840,503
Mort Barish Associates	1,210,000	——
Pihas, Schmidt, Westerdahl Co.	1,209,063	1,114,592
Ross Advertising	1,205,929	1,314,685
Lawrence Butner Advertising	1,203,750	902,070
R.S. Feldman & Co.	1,200,000	1,450,000
Hall, Haerr, Peterson & Harney	1,200,000	1,080,000
SZF Inc.	1,200,000	1,090,000
Brand Edmonds Associates	1,199,117	1,529,035
Ed Yardang & Associates	1,187,000	1,025,915
Pesin, Sydney & Bernard	1,185,000	1,032,000
John Brown & Partners	1,176,993	1,160,972
Hill Hays Associates	1,175,000	1,150,263
Lowengard & Brotherhood	1,167,234	1,426,797
Neal Spelce Communications	1,159,662	1,018,003
Galusha & Associates	1,150,000	——
Marvin & Leonard	1,150,000	1,125,000
Sam Lusky Associates	1,137,268	1,046,558
De Bruyn-Rettig Advertising	1,136,675	810,000
Stephan Advertising Agency	1,135,310	906,902
Brown Keefe Marine/Bowes	1,125,000	1,125,000
Pool Sarraille	1,125,000	975,000
Zwiren & Wagner	1,125,000	900,000
Merling, Marx & Seidman	1,100,000	735,000
Sullivan & Brugnatelli Advertising	1,096,378	1,305,023
Bailey Lewis & Associates	1,095,753	1,112,357
Zechman & Associates	1,093,000	863,000
Cohen & Greenbaum	1,092,500	972,000
Starr Advertising	1,085,250	694,100
John Emmerling Inc.	1,079,400	890,750
Posey, Parry & Quest	1,075,019	1,465,000
Lieberman-Appalucci	1,075,000	1,370,000
Coakley Heagerty Cos. Ltd.	1,074,074	1,147,919
R.L. Meyer Advertising & Promotions	1,071,186	1,194,436
STG Marketing Communications	1,056,000	950,400
Spencer, Bennett, Nowak	1,050,000	850,000
Crocker & Hull Advertising	1,048,000	928,950
Hughes Advertising	1,043,834	851,982
Horlick Levin Hodges	1,035,000	944,000
Silberman-Whitebrow	1,035,000	780,000
Furman, Roth	1,020,000	1,130,000
Maslow, Gold & Rothschild	1,020,000	900,000
Mullen Advertising	1,020,000	787,500
GKD Advertising	1,016,396	843,418
Scroggin & Fischer	1,009,295	927,946
Sawyer Advertising	1,004,517	917,764
Bugli Co.	1,000,900	815,489
Manning & Associates	1,000,000	934,500

Agencies with gross income of under $1 million

Agency	1982	1981
Franklin & Associates	993,651	748,816
Glasheen Advertising	990,001	986,352
Dallas, Leonard & Pease	990,000	680,000
Scharfberg & Associates	990,000	965,000
Bonsib Inc.	989,502	831,595
Adler, Schwartz	987,721	1,030,905
Warren Anderson Advertising	985,897	818,641
Buckheim & Rowland	981,694	966,299
Brown & Koby	979,616	549,073
Baer, Kemble & Spicer	975,000	——
Contemporary Marketing	975,000	900,000
Engle Advertising	975,000	852,200
Fallon McElligott Rice	975,000	——
Kerlick, Switzer & Johnson Advertising	975,000	——
Adams, Rickard & Mason	972,943	956,507
Lipman Advertising	971,890	835,193
Dickison & Rakaseder	960,000	630,000
Hart Services Inc.	960,000	930,000
Lockhart & Pettus	960,000	840,000
Estey-Hoover	958,186	706,425
Behrends & Co.	952,001	1,149,850
J.H. Lewis Advertising	949,439	1,123,010
George P. Clarke Advertising	939,471	704,632
Kolker, Talley, Hermann	937,000	860,000
Rick Johnson & Co.	935,172	729,246
Murray Salit & Associates	930,000	1,149,000
Cole Henderson Drake	918,878	879,020
Ward Archer & Associates	918,174	953,345
Damart Advertising Associates	915,000	975,000
Phillips Organization	915,000	1,016,500
Finnegan & Agee	914,748	751,834
Donald L. Arends Inc.	912,600	905,600
Smith & Yehle	910,425	783,575
Brandt-Stewart	900,000	825,000
Creative Advertising	900,000	885,000
Short Shepler Fogleman Advertising	899,682	764,338

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Gross income over $15,000,000

Top execs: Peter H. Dailey, chairman; Phillip Joanou, president; Clifford Einstein, vice-chairman-corporate creative director, and Eugene Stokes, vice-chairman-managing director (San Francisco office).

Phone: (213) 386-7823.

Dancer Fitzgerald Sample

Gross Income	1982	1981
U.S.	$86,400,000	$76,400,000
International	9,950,000	8,800,000
Total	$96,350,000	$85,200,000

Dancer Fitzgerald Sample, New York, reported gross income of $96,350,000 in 1982 on billings of $666,045,000. Its gross income in 1981 was $85,200,000 on billings of $599,600,000.

The agency's 1982 U.S. volume, all in media, was $576,000,000. Its 1981 U.S. volume, all in media, was $520,000,000. The agency's overseas volume was $90,045,000 in 1982 and $79,600,000 in 1981. It did not break out those figures. Included in the agency's figures are the billings and income of the following U.S. subsidiaries: Program Syndication Services, Tomorrow Entertainment, DFS/Wegener Agricultural Group and DFS Direct.

In 1982, the agency gained Canadelle Inc.; Catalogia; Kenner Toys (Play Doh and Discovery Time toys); Life Savers' Bubble Yum gum, billing $6,000,000, and Replay gum; Lorillard's True cigarets and smokeless tobaccos, $20,000,000 total billings, from D'Arcy-MacManus & Masius; Tender Leaf tea; Televideo Systems; Idaho First National Bank; Businessland Inc. Telophase; Context Management Systems; American Legal Network, and the Sands Hotels & Casinos.

It lost *Woman's Day*, J. B. Williams Co. and Valley Fresh.

Overseas, the agency gained over 100 accounts, including Polo and Sasson jeans, in Argentina; Molko detergents, Austria; Bayer Owens Corning, Belgium; Givenchy, Brazil; Faxe light beer, Denmark; Seagram, Ecuador; GTE Sylvania, France; Suzuki cars and motorcycles, Germany; Philips audiotapes, Holland; Gestetner and Belfe sportswear, Italy; Wendy's International and Toshiba corporate, Japan; Christian Dior, Mexico; Systemhus, Norway; Van Heusen, Puerto Rico; Bostonian shoes, South Africa; Mai computer and BMW, Spain; Swedish Match, Sweden, and Wilkinson Sword knives and gadgets, United Kingdom.

It lost Biesse furniture, Italy; Cathay Pacific Airways, Japan; Gamesa, Mexico; Arwa, South Africa; Citroen Visa, Spain, and Svenska Bostader, Sweden.

Billings breakdown: Newspapers 4%, magazines 12%, supplements 1%, radio 3%, network tv 51%, spot tv 28%, outdoor 1%. The agency has 2,764 employes in 47 offices, including 1,274 in five U.S. offices; a year ago it had 2,830 employes in 53 offices, including 1,194 in five U.S. offices.

Top execs: Stuart B. Upson, chairman-ceo; Peter F. McSpadden, president-coo; William McC. Vickery, chairman, DFS International and vice-chairman, chief administrative officer, DFS; Robert E. Kennedy, vice-chairman, international, and vice-chairman, chief financial officer, DFS; Gary Susnjara, president, DFS/NY; Norman Lauchner, president, DFS/Southern California, and O. Burtch Drake, president, DFS/San Francisco.

Phone: (212) 661-0800.

D'Arcy-MacManus & Masius Worldwide

Gross Income	1982	1981
U.S.	$79,084,000	$73,866,000
International	88,245,000	90,124,000
Total	$167,329,000	$163,990,000

D'Arcy-MacManus & Masius, New York, reported gross income of $167,329,000 in 1982 on billings of $1,113,475,000. Its gross income in 1981 was $163,990,000 on billings of $1,094,328,000.

The agency's U.S. volume was $527,234,000 in 1982 and $492,440,000 in 1981. Those figures were not broken out by the agency. Its overseas volume was $586,241,000 in 1982 and $601,888,000 in 1981.

Included in the agency's figures are the billings and income of the following U.S. subsidiaries: Poppe Tyson and Spanish Advertising & Marketing Services.

In 1982, the agency gained Lyon Tetley; Heublein Inc.'s Don Q rum, billing $1,000,000; NBD; Flagship Banks; Budget Rent-a-Car, billing $4,500,000, from McCann-Erickson, and the U.S. Treasury Department's Bureau of the Mint.

It lost Lorillard (True cigarets and chewing tobaccos), billing $20 million, to Dancer Fitzgerald Sample; Ace Hardware; ESPN, billing $5,000,000, to Kurtz & Tarlow; York Steakhouses, billing $2,500,000, to Tatham-Laird & Kudner, and Westinghouse Electric (corporate), billing $4,200,000, to Ketchum Communications.

Overseas, the agency gained 31 accounts in Australia, one in Austria, four in Belgium, two in Canada, five in Denmark, four in France, seven in the United Kingdom, three in Greece, six in Hong Kong, five in Italy, seven in Kenya, two in Mexico, four in the Netherlands, 19 in New Zealand, four in Norway, six in Singapore, six in South Africa, four in Spain, eight in Sweden, four in Switzerland, five in West Germany, and two in Zimbabwe.

Overseas, it lost 21 accounts in Australia, one in Austria, four in Belgium, two in Denmark, two in France, 10 in the United Kingdom, one in Greece, two in Hong Kong, two in Italy, one in Mexico, four in the Netherlands, seven in New Zealand, three in Singapore, two in South Africa, three in Spain, four in Switzerland, and six in West Germany.

Billings breakdown: Newspapers 6%, magazines 15%, radio 12%, network tv 37%, spot tv 27%, outdoor 2%, other 1%. The agency has 3,504 employes in 58 offices, including 1,391 in 16 U.S. offices; a year ago it had 3,479 employes in 53 offices, including 1,410 in 15 U.S. offices.

Top execs: H.G. Bay Jr., president-ceo; D.A. Lee, chief operating officer, Europe and Africa; J.B. Orthwein, chairman, and E.A. Jones, chairman, executive committee.

Phone: (212) 850-2300.

Della Femina, Travisano & Partners

Gross Income	1982	1981
U.S.	$25,800,000	$21,700,000
Total	$25,800,000	$21,700,000

Della Femina, Travisano & Partners, New York, reported gross income of $25,800,000 in 1982 on billings of $172,000,000. Its gross income in 1981 was $21,700,000 on billings of

Agency	1982	1981
Myers & Associates	892,972	768,870
Andrews/Mautner	888,712	766,082
LaBelle & Shallbetter	888,500	830,000
Roggers, French & Co.	887,077	665,332
Huntsinger, Jeffer, VanGroesbeck	886,861	1,109,697
The Michener Co.	885,000	861,187
Bloom & Gelb	881,719	787,884
Fotheringham & Associates	881,217	739,890
Menaker & Wright	880,000	986,000
Vance-Mathews	879,548	780,048
Fogarty & Klein	875,000	768,000
Gardner Communications	867,500	852,600
William S. Doyle & Co.	855,000	——
J.P. Hogan & Co.	853,800	840,000
R.S.M.& K.	851,031	819,010
Gene K. Kolber Advertising	850,000	540,000
E.H. Rogers & Co.	850,000	830,000
Gillespie Advertising	847,301	797,423
Blair Advertising	845,523	1,264,393
Help Wanted Advertising	845,000	925,000
Wyble Advertising	843,600	756,783
Brand & Gerber & Schick	839,568	703,853
Saxe Mitchell	838,000	802,000
Harland-Tine Advertising	835,100	638,380
Karsh & Hagan	833,147	676,845
Greene & Claire	833,000	808,900
Don Hansen Advertising	830,000	710,000
Kostman/Schmid & Associates	825,000	——
Unger Associates	816,894	——
Harmon Smith	815,000	890,610
Ira Thomas Associates	803,938	813,565
HMK Advertising	800,000	550,000
Kaufman & Maraffi Advertising	800,000	722,000
Jerre R. Todd & Associates	800,000	810,000
Jonathan Advertising	797,500	658,400
Duffy, Knutson & Oberprillers	791,000	544,000
Gregory Inc.	786,815	879,123
Marketing Directions	786,713	1,052,036
Hart/Conway Co.	785,270	703,411
DeKrig Advertising	780,000	750,000
Bowes/Hanlon Advertising	779,435	754,804
Wendt Advertising Agency	776,197	686,785
Lane & Leslie Advertising Agency	775,000	650,000
Mark Morris & Co.	775,000	536,000
Graphicus 14	774,652	652,226
Naftzger & Kuhe	773,416	609,064
Ackerman Advertising Communications	770,000	575,000
Ashby & Associates	765,000	760,000
McAdams & Ong	763,400	505,226
Warr, Foote & Rose	760,000	830,000
Thompson, Torchia & Dymond	759,211	600,000
Poole Advertising	756,615	630,643
Ballotta, Napurano & Co.	756,000	488,300
Lessner Slossberg Gahl & Partners	756,000	——
Wimmershoff & Associates	754,962	568,891
Jack Cantwell Inc.	753,787	773,765
MarketAide Inc.	751,971	883,189
Don Costello & Co.	750,000	600,000
Goldfarb Hoff & Co.	750,000	685,000
Haddad, Lawrence Advertising	750,000	600,000
Merchandising Factory	750,000	742,800
Rhea & Kaiser Advertising	750,000	645,000
Advertising Inc.	741,985	522,267
Bedell Inc.	735,145	609,111
Fensholt Inc.	733,323	953,011
Cappiello & Chabrowe	730,000	725,000
Franznick & Cusatis	724,325	711,951
Wm. L. Baxter Advertising	724,093	$731,978
Burch Myers Cuttie	715,165	651,766
Hazard Advertising	700,000	860,000
Jules Rabin Associates	700,000	——
Louis & Saul	699,945	532,800
Haller Schwarz	698,000	650,000
John Volk Co.	693,725	515,779
Graphic Design Ad-Group	692,115	621,962
Ferguson, Goldberg & Associates	687,250	601,500
Bonfield & Associates	680,000	——
Donahue & Associates	680,000	595,000
Redmond, Amundson & Rice	680,000	515,000
Adelante Advertising	675,000	648,750
Rainoldi-Bowles	673,357	492,774
Patterson Advertising	664,961	657,380
Slesinger, Yaranoff & Associates	659,500	615,000
Hunter Barth Advertising	657,000	577,000
Sage Advertising	655,768	628,360
Harant Soghigian Advertising	650,200	561,374
Impact Marketing & Communications	650,000	486,000
The Orion Group	650,000	350,000
Rathke Blair Kerns & Frost	648,713	419,174
Gable Agency	644,184	489,979
Ad Methods Advertising	643,500	515,465
Howard H. Monk & Associates	638,121	1,024,603
Harold E. Flint & Associates	633,497	588,850
Alstin Advertising	630,000	507,000
H.T. Fenton Associates	629,104	593,495
Sanders, Perrault & Morton	624,843	678,201
Marcom Inc.	619,458	399,016
McLaughlin, DelVecchio & Casey	617,000	500,000
Huwen & Davies	612,000	624,000
Gene Wolfe & Co.	607,440	677,397
The Hiebing Group	605,421	258,394
Paolin & Sweeney	603,428	443,034
Storey, Berman & Freer	601,000	462,900
Maxwell Arnold, Jackson & Smyth	600,000	390,000
Peterson-Morris	600,000	525,000
Warren & Epstein	600,000	375,000
Greenwald/Christian Advertising	599,970	299,985
H. Whitney Cutler Advertising	595,000	586,000
Image Dynamics	590,611	444,099
Hahn, Crane & Associates	590,000	——
Tri-State Advertising Co.	587,018	486,008
Curran, Hitomi & Associates	586,000	480,000
Stral Advertising Co.	585,000	570,000
Graphic Workshop	580,000	600,000
Currier & Associates	579,354	645,584
George, Gibbs, Hammerman & Myers Advertising	575,000	480,000
Mealer & Emerson	575,000	400,000
Cohan & Paul	570,000	520,000
McDougall Associates	570,000	804,200
Throckmorton Associates	570,000	670,000
Creel Associates	568,000	585,000
Detrow & Underwood	565,000	300,000
Metcalfe-Cook & Smith	565,000	525,000
Creative Advertising	561,775	774,205
Roberta Kenney Advertising	560,000	555,000
Miller, Addison, Steele	555,000	463,000
Deppe & Associates	554,813	506,959
Dulaney Advertising	554,000	343,000
Allen & Mattingly	552,149	447,627
Creative Consortium Ltd.	550,000	——
Gregory & Clyburne	550,000	475,000
Mohawk Advertising Co.	549,785	404,075
Bradley, Dimmock & Hungerford	546,268	253,298
Clark Direct Marketing	540,500	——
Brigham/Scully	539,000	288,000
Cantin Hautau Elliott	532,000	353,350
Connor-Sager Associates	525,530	553,718
DFK Advertising	525,000	525,000
Marcus Group	520,600	464,100
Richmond Advertising/-Reinhold Associates	520,193	466,903
Hood, Light & Geise	520,000	370,000
Loch Arbour Direct	517,000	450,000
Reynolds-Sullivan Advertising	515,000	300,000
Marx/David Advertising	512,500	420,000
Sheldon Fredericks Advertising	511,000	565,000
Watkins & Associates	509,128	487,024
Emery Advertising	500,000	480,000
The Jason Group	500,000	600,000
McKee Advertising	500,000	400,000
Northeast Advertising Group	500,000	165,000
Stuart Williams Associates	499,800	604,000
Cleveland/Lyman & Associates Advertising Agency	497,550	——
Smelkinson, Cerrati & Co.	491,668	284,000
Strother & Faltis	486,059	510,000
Darien, Russell & Hill	485,372	583,733
Schoenfeld/Straus	485,000	460,000
MAP Advertising	481,947	367,453
Stockman, Paulhus, Andrews	480,000	300,000
Martin Fiderer Associates	479,000	473,000
Hirsch Elliott Inc.	478,540	631,784
Marketing Innovations	476,500	368,100
Shaffer Shaffer Shaffer	475,350	285,000
Hilleman House Inc.	471,514	433,133
Boelter & Lincoln Advertising	471,036	370,815
Cummings Advertising	470,000	461,000
Hal Langerman Co.	470,000	——
Communicators Group	467,800	349,900
Victor Wademan & Co.	464,613	436,018
Neilson & Anklam	464,210	379,399
Frank/James Direct Marketing Co.	460,000	285,000
Levy, Sussman & Levine	460,000	450,000
CRE Inc.	457,556	433,965
Keye Advertising	455,863	399,042
Len Scholl & Co.	455,000	470,000
Bear Advertising	450,000	——
Lesko Inc.	450,000	530,000
Omaha Creative Group	450,000	420,000
Gardiner Advertising	446,577	514,450
Nissen Advertising	441,200	460,800
Howard Miller Associates	440,000	460,000
Robert K. Butcher & Associates	437,000	373,000
Bryan Hardwick Associates	436,497	391,018
Sommer Inc.	436,000	338,000
Koehler Iversen	430,000	410,000

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Agency	1982	1981
Anderson/Miller Communications	423,751	548,491
Pace Advertising & Public Relations	421,422	303,173
Pierce-Davis & Associates	420,000	385,000
Carter Advertising	419,968	235,137
Bailey Orner Makstaller	411,900	575,000
Smith Advertising & Associates	410,336	398,000
Doty, Phillips & Laing	404,370	391,133
Deering & Holmes	400,502	——
Dallas C. Dort & Co.	400,000	315,000
FitzSimons Advertising	400,000	405,000
The Matlin Co.	400,000	360,000
Steen Advertising	397,000	462,000
Jones, Anastasi & Mitchell	395,640	299,000
Brashe Advertising	390,000	366,521
JRL Advertising & Sales Promotion	390,000	375,000
Robert McKim & Co.	390,000	227,000
L. Quillan & Associates	389,667	291,553
Arnold, Hoff & Associates	388,000	411,000
Horwitz, Mann & Bukvic	386,940	295,300
Patchen Brownfeld	380,000	300,000
Hicks & Grayson	378,842	360,845
Sader & Ackerman	372,000	203,000
Marketing Group	365,000	380,000
Blanchard & Associates	362,913	296,495
Arnold Advertising	360,000	330,000
MarketReach Inc.	357,932	242,200
Perry Ballard Advertising	355,347	242,577
Intermark Advertising & Research	354,941	331,261
Gerald Patlis Advertising	354,000	293,832
Foster Peterson & Kostopoulos	352,500	225,000
Fricke 3 Inc.	346,205	354,362
Klein/Richardson	345,000	330,000
Advertising Co. of Offield & Brower	343,000	332,000
West & Brady	339,978	409,666
Elbert Advertising	339,752	315,250
Ad Agency Inc.	335,950	——
Wolkcas Advertising	334,711	490,000
Sheehy & Knopf	334,266	508,090
Zubi Advertising	333,000	375,000
Rahm Advertising & Public Relations	327,799	——
Kinzie & Green	326,648	343,840
William Jenkins Advertising	324,000	263,000
Earle Bower Associates	322,500	301,000
T.S. Jenkins & Associates	315,712	293,387
Haselow & Associates	314,000	246,000
Gabel Advertising	313,460	324,812
Austin Associates	312,750	202,500
Euro Center Communications	310,000	——
Ross Cummings & Co.	308,481	279,364
Burdette Advertising	300,224	354,694
Cox Advertising	300,000	430,000
Leonard Davis Advertising	300,000	200,000
May/Partners	300,000	525,000
Newton Associates	300,000	187,379
Andrew Bertucci Associates	297,500	274,000
Hinton, Steel & Nelson	296,527	295,441
Advertising Development Specialists	296,246	230,568
Mill Communications	292,500	258,000
Mabyn Kean Agency	290,000	225,000
Murchison & Bailey	290,000	260,000
Renner-Burns Advertising	285,000	270,000
Com/Tech Group	282,624	278,247
Bernard & Co.	280,227	271,718
Johannesson, Reeser & Associates	280,000	150,000
Kopf & Isaacson Advertising	280,000	199,500
Alan Frank & Associates	279,909	288,556
Culpepper & Associates	278,330	240,180
Shipley Associates	277,200	308,000
Goff Communications	277,156	290,571
Rubicom Associates	276,250	235,820
Charles Crone Associates	275,000	270,000
Malek Group	275,000	125,000
Sydney Schreiber Inc.	274,663	218,759
MSA Advertising	272,000	255,000
Charnas Inc.	271,965	166,590
Bitton Advertising	270,415	426,919
Laven, Fuller & Perkins	269,804	354,918
Eagle Advertising	268,000	310,000
Jiloty, Shipley & Associates	268,000	206,000
Decker, Guertin & Cheyne	265,435	143,915
Charles Sweeney & Associates	263,943	341,439
Hammond Wright Communications	261,890	——
Buzzard Inc.	261,000	251,000
S.M. Sachs & Associates,	260,000	210,000
Harold Miller Marketeer	254,000	262,000
Keith Bates & Associates	250,583	174,692
Advertising Associates	250,000	——
Ribnick & Associates	250,000	200,000
Blumenthal/Herman Advertising	243,503	230,048
BB&W Advertising	242,857	217,099
J.I. Scott Co.	231,000	220,000
Black & Musen	220,000	205,000
Image Advertising	215,000	220,000
Maurice Paulsen Advertising	213,568	196,182
Seymour Charles Advertising	210,000	——
Jerome H. Schmelzer & Associates	202,000	179,000
J. Ronald Gaffe Inc.	201,116	143,414
Gonsor & Wilson Communications	196,000	175,000
Lindell-Keys Co.	195,000	180,000
Benefield, Levinger & Associates	192,578	213,309
High Plains Advertising	189,945	256,086
Harold M. Mitchell Inc.	189,668	198,378
Ink Well Advertising	185,000	55,000
Albright & Price	183,853	171,010
Multimedia Advertising	183,000	180,000
Eddy-Rucker-Nickels Co.	182,069	179,375
Kelly Adams Advertising	181,212	116,190
Airmark Group	180,000	90,000
Bates & Fawcett	180,000	——
Richard L. Kaye & Co.	180,000	150,000
Rice Advertising Agency	180,000	165,000
Jack Mathius Advertising	175,226	189,078
Fred R. Becker Advertising Agency	173,135	200,989
Farris Advertising & Marketing	170,000	185,000
Admark Advertising	168,719	159,620
Dini Advertising	166,797	345,315
Kohler/Twin Cities	166,738	113,597
Trademark Communications	163,000	141,000
Brown Advertising	158,605	143,330
J.C. Benson & Associates	156,660	——
Chrystal Direct Marketing Group	155,459	——
Keroff & Rosenberg Advertising	155,000	614,039
Kreicker & Meloan	154,501	118,042
Baranski & Associates	154,000	110,000
Campbell, Scholl & Johnson	150,000	180,000
Mills Advertising	150,000	125,000
Ray Coen Co.	145,000	——
Brooks-Pollard Co.	140,000	115,000
Hopkins & Associates	140,000	125,000
Thorwald & Haresnape Advertising	134,440	148,861
Amsterdam Advertising	131,684	125,076
Henry Nachman Associates	126,500	124,000
Sorensen Evans Advertising	126,000	110,000
Triad Advertising	125,000	115,000
Nucifora & Associates	124,027	56,556
J.D. Mathis & Co.	123,750	——
Fillman Advertising	122,360	131,330
Nutrition Marketing Co.	120,000	63,000
Marbro Advertising	118,690	139,974
MultiService Corp.	116,245	——
New England Advertising Associates	112,000	144,000
Faber Shervey Advertising	111,353	137,858
Peter Forstenzer Inc.	110,000	122,045
Lloyd G. Jakeway Advertising	110,000	115,000
Spangler/Fischer Advertising	108,000	105,000
Adams & Longino	107,550	125,198
P.B. Wilkinson Inc.	103,000	116,000
Walters & Co.	102,790	99,903
Cogent Inc.	100,540	——
Jim Kirkpatrick & Associates	100,000	40,000
Century Advertising	97,500	63,000
CTS Associates	97,000	45,000
Harrison Advertising	93,073	——
R.C. Schade & Associates	91,500	96,000
Ned K. Rosenblatt Advertising	91,000	102,000
Fraser Advertising	77,000	——
Coppola Creative Concepts	75,000	45,000
Ben Franklin Advertising	75,000	——
Butwin & Associates Advertising	67,500	66,000
Hefner & Cook	65,000	55,000
R.J. Damisch Advertising & Marketing	60,000	30,000
Impressive Advertising	54,586	94,668
David Hughley Advertising	45,890	61,529
John L. Moorhead Advertising/Public Relations	45,000	40,000
Scott Associates	44,139	74,606
Concept Three Advertising	43,500	36,500
Ethos Public Relations & Advertising	41,871	34,500
Scott & Scott Advertising	40,000	38,000
Ernest Tricomi & Daughter	39,010	40,255
Robert Snyder Advertising	26,300	18,200
Artim Advertising	14,090	10,261
Advertising Associates	11,000	10,000

Gross income over $15,000,000

$161,000,000.

The agency's 1982 volume consisted of $137,000,000 in media, $16,500,000 in materials and services and $18,200,000 in capitalized fees. Its 1981 U.S. volume consisted of $131,700,000 in media, $14,200,000 in materials and services and $15,100,000 in capitalized fees.

Included in the agency's figures are the billings and income of the following U.S. subsidiaries: Sherwood & Schneider; Della Femina, Travisano & Sherman; Isidore Lefkowitz Elgort, and Drossman, Yustein, Clowes.

In 1982, the agency gained Sunshine Biscuits; Coca-Cola Bottling Co. of New York (Seagram's mixers); CooperVision/Pharmaceutical; KMEX-TV, Los Angeles; Sega Inc., and Six Flags/Great Adventure Amusement Park.

The agency lost Connecticut General and Remy Martin Amerique.

Della Femina, Travisano & Sherman gained Madison Square Garden Cable Network; Viacom Inc.'s WKHK-FM, New York, and WMZQ-FM, Washington; Cox Communications' WWSH, Philadelphia, and Cristal Co.

Billings breakdown: Newspapers 13%, magazines 10%, radio 12%, network tv 21%, spot tv 40%, outdoor 1%, business papers 1%, transit advertising 1%, other 1%.

The agency has 345 employes in three offices; a year ago it had 321 employes.

Top execs: Jerry Della Femina, chairman; Ron Travisano, vice-chairman, and James Travis, president.

Phone: (212) 421-7180.

W. B. Doner & Co.

Gross Income	1982	1981
U.S.	$21,600,000	$15,450,000
Total	$21,600,000	$15,450,000

W. B. Doner & Co.,, Baltimore and Southfield, Mich., reported gross income of $21,600,000 in 1982 on billings of $144,000,000. Its gross income in 1981 was $15,450,000 on billings of $103,000,000.

The agency's 1982 volume consisted of $97,000,000 in media, $21,500,000 in materials and services and $25,500,000 in capitalized fees. Its 1981 volume consisted of $66,000,000 in media, $12,000,000 in materials and services and $$25,000,000 in capitalized fees.

In 1982, the agency gained WXYZ-TV, Detroit; Champion Spark Plug co-op program; Mattel Toys co-op; Pamida Discount Center; White's Home & Auto Centers; Detroit Free Press; Hershey Foods Corp.'s Skinner division; Manufacturers National Bank; Maryland Jockey Club/Pimlico Race Course; Marriott Hotel Corp. (Houston division); Texas American Bank; WMAR-TV; Modernage Furniture, and Provigo Markets.

It lost Chattem Labs.

Billings breakdown: Newspapers 8%, magazines 6%, radio 17%, network tv 6%, spot tv 61%, outdoor 1%, transit advertising 1%.

The agency has 385 employes in six offices, including 370 in five U.S. offices; a year ago it had 341 employes in 11 offices.

Top execs: W.B. Doner, chairman, executive committee; H.D. Fried, chairman, and Michael Shapira, James Dale and William Hooper, exec vps.

Phone: Baltimore (301) 338-1600; Southfield, Mich. (313) 354-9700.

Doremus & Co.

Gross Income	1982	1981
U.S.	$20,355,989	$18,105,253
Total	$20,355,989	$18,105,253

Doremus & Co., New York, a subsidiary of BBDO International, reported gross income of $20,355,989 in 1982 on billings of $135,774,447. Its gross income in 1981 was $18,105,253 on billings of $119,267,077.

The agency's 1982 volume consisted of $86,572,592 in media, and $49,201,855 in capitalized fees. Its volume consisted of $68,622,334 in media and $50,644,743 in capitalized fees.

In 1982, the agency gained AB Fortia, Alexander Grant & Co., American International Group, Equitec Financial, Gandalf Technologies, Kleinwort Benson Group, Midland Bank, Northeastern University, Pfizer Pharmaceuticals, Standard & Poor's Corp., First Boston Corp., Stride Rite Corp., Temple, Barker & Sloane and Franklin Resources.

It lost Reichold Chemical and Southeast Banking Corp.

Billings breakdown: Newspapers 49%, magazines 12%, radio 4%, spot tv 4%, outdoor 2%, business papers 25%, transit advertising 2%, direct mail 1%, other 1%.

The agency has 322 employes in nine U.S. offices; a year ago it had 341 in 11 offices.

Top execs: Franklin E. Schaffer, chairman, G. Barry McMennamin, president; Francis J. Malley, William B. Palmer, Curtis R. Troeger, and Wesley E. Truesdell, exec vps; Donald A. Dery, George A. Preston, Alan R. Quinby and Philip C. Sievers, senior vps; James J. McNulty, chief financial officer, and Leo C. Abramowitz, controller.

Phone: (212) 964-0700.

Doyle Dane Bernbach International

Gross Income	1982	1981
U.S.	$129,000,000	$119,230,000
International	46,876,000	47,011,000
Total	$175,876,000	$166,241,000

Doyle Dane Bernbach, New York, reported gross income of $175,876,000 in 1982 on billings of $1,235,000,000. Its gross income in 1981 was $166,241,000 on billings of $1,150,673,000.

The agency's 1982 U.S. volume of $920,000,000 consisted of $725,000,000 in media, $112,500,000 in materials and services and $82,500,000 in capitalized fees. Its 1981 U.S. volume of $800,673,000 consisted of $625,308,000 in media, $98,960,000 in materials and services and $76,405,000 in capitalized fees.

The agency's 1982 overseas volume was $315,000,000 in 1982 and $350,000,000 in 1981.Included in the agency's figures are the billings and income of the following U.S. subsidiaries: Milici/Valenti Advertising; Cargill, Wilson & Acree; DDB Group Two; Fletcher Mayo Associates; Bernard Hodes Advertising; Rapp & Collins, and Barickman Advertising.

In 1982, the agency gained the following accounts: Murjani International's Gloria Vanderbilt jeans and sportswear, billing $5,000,000, from Fisher/Feld; The Skin Cancer Foundation (public service); Borden (fruit juices); Bulova Accutron and Caravelle watches and Bulova clocks, billing $2,000,000, from Scali, McCabe, Sloves; Citicorp (Diners Club new products); Porsche-Audi (new Porsche 944); GTE Satellite Corp.;IBM Products Centers; Hershey Corp.'s Reese's Pieces, billing $3,000,000 from Ogilvy & Mather; Litton Industries (corporate advertising), and CIGNA Corp.'s corporate advertising and divisional product advertising, from Geer, DuBois and Della Femina, Travisano & Partners.

It lost Cooper Labs' CooperCare (Oral B toothbrush), billing $3,000,000, to Della Femina; Pan American World Airways, billing $35,000,000, to Wells, Rich, Greene; Sherwin-Williams, billing $6,000,000, to Wyse Advertising; Paine Webber, billing $7,000,000, to Compton Advertising; American Tourister luggage, billing $3,500,000 to Campbell-Ewald; Stroh Brewery, billing $16,000,000, to Marschalk Co.; Airwick Industries, billing $5,000,000, to Drossman, Yustein, Clowes, and Procter & Gamble, billing $22,000,000, to four other shops.

Gross income over $15,000,000

Overseas, the agency gained B. Seppelt & Sons in Australia; W.D. Warren and Blandax toothbrushes, both Austria; Cote d'Or chocolates, Nicholas Labs and Paul Masson wine, all Belgium; Belin (Nabisco brands), U.T.A. and Black & Decker (Spir 2000), all France; Furstlich Furtenbergische Brauerei, Germany; ITT, Hong Kong; Airwick Italia, Italy; Abbott Labs, Mexico; Atari Benelux and Heineken, Netherlands; Ciba Geigy, Spain; Skandia, Sweden, and Atari International, United Kingdom.

It lost Seagram in Austria; Bristol-Italiana, Italy; Lyon, Tetley, Sweden, and Wrangler, Switzerland.

Billings breakdown: Newspapers 15%, magazines 18%, radio 3%, network tv 30%, spot tv 19%, outdoor 1%, business papers 1%, other 13%.

The agency has 2,986 employes in 36 offices, including 1,975 in 15 U.S. offices; a year ago it had 2,850 employes in 32 offices, including 1,850 in 11 U.S. offices.

Top execs: Joseph R. Daly, chairman; Neil R. Austrian, president-coo; Robert Levenson, vice-chairman, creative; Robert G. Pfundstein, exec vp-chief financial officer, and Barry E. Loughrane, president-ceo, DDB-U.S.

Phone: (212) 826-2000.

Eisaman, Johns & Laws

Gross Income	1982	1981
U.S.	$15,100,000	$16,450,000
Total	$15,100,768	$16,450,000

Eisaman, Johns & Laws, Los Angeles, reported gross income of $15,100,000 in 1982 on billings of $106,768,000. Its gross income in 1981 was $16,450,000 on billings of $114,656,000.

The agency's 1982 volume consisted of $96,550,000 in media, $7,450,000 in materials and services and $2,768,000 in capitalized fees. Its 1981 volume consisted of $103,655,000 in media and $8,100,000 in materials and services. In 1982, the agency gained Skaggs Drug Centers, Rea & Derick, Cadillac Dealers Advertising Assns. in Chicago, Houston, San Diego and Salt Lake City, Magnetic Tape International (Zimag line), WGN-TV, Chicago.

It lost Air California, billing $6,000,000, to Admarketing; Blue Cross of Southern California; Flecto Co., WMET Radio, Chicago; Chevrolet Dealer Assns. in Denver, western Washington state and Connecticut, and U.S. Suzuki motorcycles, billing $6,000,000, to Y&R/Dentsu.

Billings breakdown: Newspapers 8%, magazines 27%, supplements 1%, radio 15%, network tv 18%, spot tv 28%, outdoor 3%.

The agency has 195 employes in five offices; a year ago it had 209 employes in four offices.

Top execs: J.R. Eisaman III, chairman; Robert F. Laws, president; Adrienne Hall, vice-chairman; Hoyt Adams, vice-chairman; Jack J. Leener and Don Pingaro, senior exec vps; Dean R. Laws, James F. Benson and Dennis Coe, exec vps, and Richard Westman, president, Southwest division.

Phone: (213) 469-1234.

William Esty Co.

Gross Income	1982	1981
U.S.	$82,500,000	$66,750,000
Total	$82,500,000	$66,750,000

William Esty Co., New York, reported gross income of $82,000,000 in 1982 on billings of $550,000,000. Its gross income in 1981 was $66,750,000 on billings of $445,000,000.

In February of last year, Esty and Ted Bates & Co. merged, thereby creating the largest merger in the history of the agency business. Esty became an autonomous operating unit of Bates.

Esty's 1982 volume consisted of $502,000,000 in media and $48,000,000 in materials and services. Its 1981 volume consisted of $407,000,000 in media and $38,000,000 in materials and services.

In 1982, Esty agency gained American Home Products' Anacin tablets and capsules, billing $25,000,000, from John F. Murray Advertising; Nabisco Brands' Butcher Bones; R.J. Reynolds Tobacco Co.'s Salem Slim Lights cigarets, and Chesebrough-Pond's Essential cleansing lotion.

It lost Marriott Corp.'s Great America theme parks.

Billings breakdown: Newspapers 13%, magazines 14%, supplements 4%, radio 5%, network tv 37%, spot tv 18%, outdoor 9%. The agency has 636 employes in two offices; a year ago it had 622 employes in two offices.

Top execs: Robert B. Betts, chairman-ceo; John H. Peace, chairman, executive committee; Gordon Bushell, vice-chairman, and Paul R. Dooling, president.

Phone: (212) 697-1600.

Foote, Cone & Belding Communications

Gross Income	1982	1981
U.S.	$126,809,000	$116,502,000
International ...	51,268,000	53,786,000
Total	$178,077,000	$170,288,000

Foote Cone & Belding, Chicago, reported gross income of $178,077,000 in 1982 on billings of $1,195,864,000. Its gross income in 1981 was $170,288,000 on billings of $1,153,485,000.

The agency's U.S. volume was $853,906,000 in 1982 and $794,734,000 in 1981. The agency did not break out its volume for either year.

The agency's overseas volume was $341,958,000 in 1982 and $358,751,000 in 1981. This volume was not broken out either.

Included in the agency's figures are the billings and income of the following U.S. subsidiaries: Foote, Cone & Belding/Honig; Wahlstrom & Co.; Aitken-Kynett; Albert Frank-Guenther Law; Deutsch, Shea & Evans, and Carl Byoir & Associates.

In 1982, the agency gained Cinzano; Fotomat, billing $10,000,000, from Chiat/Day; *U.S. News & World Report*, billing $1,500,000; Atlantic Richfield (corporate), billing $10,000,000; Embassy Pictures, billing from $9,000,000 to $15,000,000, from three other agencies; MCA Recreation; Almaden; Airpax Corp., and Eaton Corp.

It lost Life Savers' Bubble Yum, billing $6,000,000, to Dancer-Fitzgerald-Sample; *Newsweek*, billing $4,000,000, to Leber Katz Partners; Schering-Plough; Hallmark, billing $16,000,000, to Young & Rubicam; International Harvester; WGN Continental Broadcasting, and Foster Farms.

Overseas, the agency gained El Cafetal, Argentina; Venture discount stores, Australian Consolidated Press and Glaxo, all Australia; Honeywell, Belgium; Gilbey Distributors and Kentucky Fried America, Canada; Revillon furs and perfumes, Pampyre fruit juices, Croisiers Paquet and Pier Imports, France; Iberia Airline, Germany; Identcar, Italy; Beiersdorf, Netherlands and Portugal; British Leyland, United Kingdom, and Cinzano, various countries.

It lost Pierre Fabre/Klorane, France; Wasa, Germany; Spanish Tourism Board, Germany; Seiko Time, Hong Kong; Kimberly-Clark, Italy; DeBeers, South Africa; British Airways; Austin Rover Group.

Billings breakdown: Newspapers 6.6%, magazines 19.6%, supplements 2.2%, radio 7.5%, network tv 41.8%, spot tv 21.4%, outdoor 0.9%. The agency has 3,888 employes in 37 offices, including 2,216 in nine U.S. offices; a year ago it had 3,790 in 35 offices, including 2,250 in eight U.S. offices.

Top execs: John E. O'Toole, chairman/president, FCB/East; Norman W. Brown, president-ceo; Willard R. Wirth Jr., exec vp-corporate resources; Allan Wilson Jr., exec vp-chief financial officer; Antonio Beja, president, FCB/Latin America-Pacific-South Africa; Abbott C. Jones, president, FCB Associated Communications Cos.; David Ofner, president, FCB/Midwest; Louis E. Scott, vice-chairman, FCB/Honig; Thomas F. Randolph, president, FCB/Honig, and Carl Behr, president, Multinational Business Group.

Phone: (312) 467-9200.

Geers Gross Advertising

Gross Income	1982	1981
U.S.	$22,000,000	$11,300,000
International	12,500,000	NA
Total	$34,500,000	$11,300,000

*Not available

Geers Gross, New York, reported gross income of $34,500,000 in 1982 on billings of $233,000,000. Its gross income in 1981 was $11,300,000 on billings of $157,000,000.

The agency is the largest in a network under the umbrella of parent, Geers Gross Ltd., London, and which also includes Geers Gross Advertising Ltd. and Geers Gross West, both in London. In the U.S., Geers Gross acquired Kurtz & Tarlow in 1982.

The agency's 1982 volume consisted of $119,200,000 in media, $14,800,000 in materials and services and $16,000,000 in capitalized fees. The

The agency did not break out its volume in 1981.

The agency's 1982 overseas volume of $83,000,000 consisted of $66,000,000 in media, $7,900,000 in materials and services and $9,100,000 in capitalized fees. The agency did not break out its 1981 foreign volume of $77,500,000.

In 1982, the agency gained ESPN Cable Sports, New Zealand Lamb, Aunt Millie's Spaghetti Sauce, Kosciusko Mustard, Polaner Jams & Preserves, Formica, Lehn & Fink, Schenley.

It lost Sambo Restaurants, Cargil, Brentanos.

Overseas, the agency gained Anglian Windows, Afga-Gavaert Sound & Video Tapes, Loewe Leather Goods, Franklin Cigars. It did not lose any accounts overseas.

Billings breakdown: Newspapers 30%, magazines 9%, supplements 5%, radio 5%, network tv 16%, spot tv 29%, outdoor 4%, business papers 2%.

The agency has 290 employes in three offices with 193 in its U.S. office; a year ago it had 250 employes with 150 in the U.S.

Top execs: Robert Gross, chairman; Peter Barnes, president; Donald Kurtz, and Dick Tarlow, deputy chairmen.

Phone: (212) 916-8000.

Grey Advertising

Gross Income	1982	1981
U.S.	$109,000,000	$94,400,000
International ..	39,100,000	39,000,000
Total*	$148,100,000	$133,400,000

*AA estimate

Grey Advertising, New York, is estimated by ADVERTISING AGE to have had gross income of $148,100,000 in 1982 on billings of $987,700,000. Its gross income in 1981 was estimated at $133,400,000 on billings of $889,800,000.

The agency's 1982 U.S. volume of $727,000,000 consisted of $674,300,000 in media and $52,700,000 in capitalized fees. Its 1981 U.S. volume of $629,800,000 consisted of $595,100,000 in media and $34,700,000 in capitalized fees.

The agency's 1982 overseas volume was estimated at $260,700,000 in 1982 and $260,000,000 in 1981.

Included in the agency's figures are the billings and income of the following U.S. subsidiaries: Grey, Lyon & King; Grey Direct; Grey Medical; Lexington Broadcast Services, Entertainment Leisure division; Beaumont-Bennett, Rada Recruitment, and Grey & Davis.

In 1982, the agency gained Turco Mfg.; Olin Corp. (HTH and Pace chemicals), billing $3,000,000; Milliken (Visa fabrics), billing $1,000,000; Holly Farms Poultry; Danskin, ABC Home View Network; Beecham (Geritol, Aqua Velva, Williams Lectric Shave, Vivarin), billing $22,000,000; Canon (business machines); Kayser-Roth (Burlington, Interwoven), billing an estimated $5,000,000; Kenner (Glamour Gals, Fast 111's, T-zzzers, Sea Wees toys); Procter & Gamble (Puritan oil); SmithKline Beckman (Dietac), and Swift (Butterball turkeys); Almaden Vineyards, Finance-America; Velvet Turtle; Los Angeles Turf Club; Regina Co.; Littlefuse Co.; Nichicon Corp.; First Family of Travel; Safety-Kleen Corp.; Diamonds department stores; Super Valu Stores, and Guthrie Theater.

It lost Canada Dry, billing $8,000,000, to Young & Rubicam, and Taco Bell, billing $20,000,000, to Tracy-Locke/BBDO.

Overseas, the agency gained nearly 30 major accounts, including Almaden in Brazil; Avis Rent-a-Car, Denmark and Sweden; Banco Caracas, Venezuela; Bank of America travelers cheques (eight additional countries); Beecham, Germany and Spain; IBM Belgium; Playtex and Procter & Gamble, United Kingdom): Remington, Venezuela; Renault, France, and Warner Bros. (U.K. and Belgium).

It lost Audi, France; Gillette, Belgium; J&P Coates, Peru, and Nestle, U.K.

Billings breakdown: Newspapers 6%, magazines 17%, radio 4%, network tv 53%, spot tv 19%, outdoor 1%.

The agency has 3,789 employes in 55 offices, including 1,878 in six U.S. offices; a year ago it had 3,285 in 45 offices, including 1,725 in six U.S. offices.

Top execs: Edward H. Meyer, chairman and president; Robert L. Berenson, exec vp-administration; Richard Carp and Richard Kiernan, exec vps and directors of creative services, and Stephen A. Novick, senior vp-director of commercial production.

Phone: (212) 546-2000.

Interpublic Group of Cos.

Gross Income	1982	1981
Total	$541,707,000	$493,642,000*

*Not restated at current exchange rate

Interpublic Group of Cos. reported 1982 gross income of $541,707,000 on billings of $3,292,592,000. Its gross income in 1981 was $493,642,000 on billings of $3,613,186,000.

(If Interpublic's 1981 figures were restated using current exchange rates, its gross income for that year would be $442,517,000 on billings of $2,951,588,000).

Interpublic is comprised of three principal operating units, Marschalk Campbell-Ewald Worldwide, McCann-Erickson Worldwide and SSC&B: Lintas Worldwide.

Top execs: Philip H. Geier Jr., chairman-ceo; J. Donald McNamara, president; Eugene P. Beard, exec vp-chief financial officer; Donald M. Casey, exec vp-planning and professional services; Edward A. Garba, senior vp-treasurer; Edwin A. Kiernan Jr., senior vp, general counsel and secretary: Henry Strock, senior vp and controller, and Enrique A. Tejerina, senior vp-financial analysis and controls.

Phone: (212) 399-8000.

JWT Group

Gross Income	1982	1981
Total	$433,500,000*	$403,000,000

*JWT estimate

JWT Group, New York, a holding company whose principal subsidiary is J. Walter Thompson Co., reported preliminary gross income of $433,500,000 in 1982 on billings of $2,891,400,000. Its gross income in 1981 was $403,000,000 on billings of $2,694,300,000.

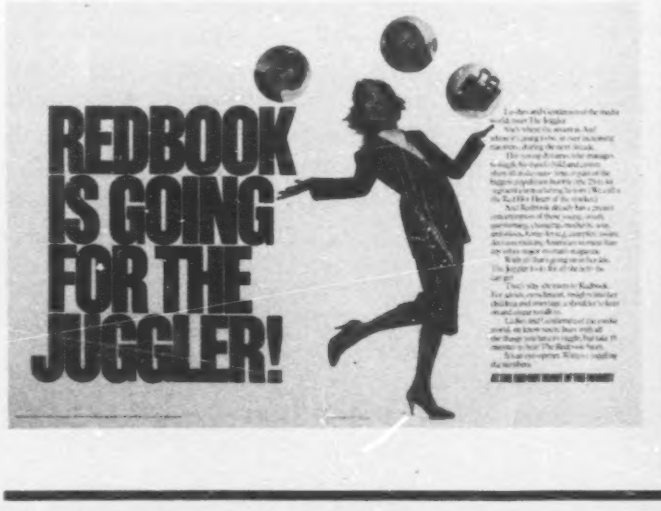
In addition to JWT Co., the holding company's subsidiaries are JWT USA, whose units include Thompson Recruitment; Brouillard Communications; Deltakos; Hill & Knowlton, the world's largest public relations agency; Euro-Advertising International; Lord, Geller, Federico, Einstein; Survival Anglia, and Simmons Marketing Re-

PORTFOLIO: Rosenfeld, Sirowitz & Lawson

We do not subscribe to a set of rules to which our creative product must adhere.

We start afresh with each new assignment. We try to take an unbiased look at our client's products, without allowing the category's prejudices, the client's prejudices . . . or even our own prejudices . . . to bear on the solution.

We dig deep. We don't settle. And we don't expect our clients to settle.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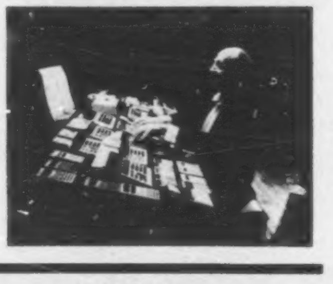

search Bureau.

Top execs: Don Johnston, chairman-ceo; John Sharman, chairman executive committee; Hugh P. Connell, exec vp-secretary.

Phone: (212) 210-7000.

Jordan Case & McGrath

Gross Income	1982	1981
U.S.	$18,600,000	$16,600,000
Total	$18,600,000	$16,600,000

Jordan, Case & McGrath, New York, reported gross income of $18,600,000 in 1982 on billings of $123,200,000. Its gross income in 1981 was $16,600,000 on billings of $110,500,000.

The agency's 1982 volume consisted of $96,000,000 in media, $3,200,000 in materials and services and $24,000,000 in capitalized fees. Its 1981 U.S. volume consisted of $88,000,000 in media, $2,500,000 in materials and services and $20,000,000 in capitalized fees.

Included in the agency's figures are the billings and income of a subsidiary, Specht, Gilbert & Partners.

In 1982, the agency gained Tonka Toys, billing $3,500,000, from Campbell-Mithun; Jones Dairy Farm, billing $1,000,000, and Selchow & Righter (Scrabble), billing $1,500,000.

It lost Drackett Co. and Colombo Inc.

Billings breakdown: Newspapers 3%, magazines 28%, radio 7%, network tv 36%, spot tv 23%, cable tv 1%, outdoor 1%, business papers 1%.

The agency has 165 employes; a year ago it had 155.

Top execs: James J. Jordan, chairman; Gene Case, creative director; Patrick J. McGrath, president, and John L. Taylor, exec vp.

Phone: (212) 906-3600.

Keller-Crescent Co.

Gross Income	1982	1981
U.S.	$16,841,000	$16,032,000
Total	$16,841,000	$16,032,000

Keller-Crescent Co., Evansville, Ind., reported gross income of $16,841,000 in 1982 on billings of $85,669,000. Its gross income in 1981 was $16,032,000 on billings of $84,637,000.

The agency's 1982 volume consisted of $11,109,000 in media, $27,243,000 in materials and services and $47,317,000 in capitalized fees. Its 1981 U.S. volume consisted of $19,457,000 in media, $21,752,000 in materials and services and $42,910,000 in capitalized fees.

In 1982, the agency gained: Saft America; Blairex Labs; Haas Cabinet Co.; Hill Rom Co.; Hogan Systems; Magic Chef air conditioning division; New Car Dealers Assn. of Metro Dallas; Quanta Corp.; Godfather's Pizza in Cincinnati, Memphis and Evansville, Ind.; Honda of Evansville; Kuester's Hardware Co.; Raben Tire Co.; Sheraton Inn; Pine Mountain; D-Patrick Associates; Haynie Travel; Medco Centers; Aiken Management; American West Airlines, and the Registry Hotel Corp.

It lost American Bank & Trust; American Red Ball Transit Co.; Harsco Kinnear division; Ryder Truck Leasing; American International Rent-A-Car; American Television & Communications Corp.; Dallas Federal Savings & Loan; Kwik-Kopy Printing Centers (Dallas and Austin); Decorating Den Systems; Lincoln Federal Savings & Loan; McDonald Dairy; Morganfield National Bank; Terre Haute First National Bank; Thomas Industries; Toastmaster Inc.; Gulf & Western's Bohn heat transfer division; Glenmore Distilleries, Manoir International, and Valley Packing Co.

Billings breakdown: Newspapers 8.4%, magazines 18.7%, radio 7%, network/spot tv 21%, outdoor 2.8%, business papers 7%, other 3.9%, collateral 24.5, pr 1.7%. The agency has 585 employes in two offices.

Top execs: Alan Graf, chairman; Thomas Smythe, president; Ray Trapp, president (Southwest); Al Samuelson, exec vp-creative director; Chuck Bua, exec vp-creative director (Southwest).

Phone: (812) 464-2461.

Kenyon & Eckhardt

Gross Income	1982	1981
U.S.	$49,540,000	$48,056,000
International	15,400,000	15,000,000
Total	$64,940,000	$63,056,000

Kenyon & Eckhardt, New York, reported gross income of $64,940,000 in 1982 on billings of $436,880,118. Its gross income in 1981 was $63,056,000 on billings of $411,924,145.

The agency's 1982 U.S. volume of $334,380,108 consisted of $264,154,793 in media, $29,874,743 in materials and services and $40,350,572 in capitalized fees. Its 1981 U.S. volume of $311,924,145 consisted of $244,028,094 in media, $30,063,304 in materials and services and $37,832,747 in capitalized fees.

The agency's overseas volume was $102,500,000 in 1982 and $100,000,000 in 1981.

In 1982, the agency gained Mattel Inc., McDonald's (Denver); Premex Inc.; Prudential Bache Securities; Bristol-Myers' Datril; Abcor Inc., Stratton Mountain Corp., and Sanders Associates.

It lost Chrysler Corp.'s Dodge and Dodge dealer associations, billing $90,000,000 to $100,000,000, to BBDO; Table Talk, and as a result of closing its Chicago office, Turtle Wax, billing $5,500,000; Yanmar Tractor/Meitsu, and Wells Lamont/AJP/DOB Food Products.

Overseas, the agency gained over 40 accounts, including Lancia and Gulf Air in the United Kingdom; Intercontinental Hotels, Middle East; Ray-O-Vac batteries, Brazil; Colgate and Nestle in Venezuela; Shell motorcycle oil and household products, Chile; Duracell batteries, Philips and Martel Sportswear, Paraguay; Pan Am, Trinidad and Japan; Timaru Milling Co., New Zealand; Visa bank card, Singapore; Perwira Habib Bank, Malaysia; Vespa motor scooters, Thailand, and International Gold Corp., Hong Kong. Its overseas losses included Honda in Paraguay; Peter Chew department store, Singapore; Hoechst and Philips, Malaysia; Kodak, Thailand and Australia, and Cadbury, Hong Kong.

Billings breakdown: Newspapers 9%, magazines 18%, radio 10%, network tv 33%, spot tv 28%, outdoor 2%.

The agency has 2,676 employes in 77 offices, including 826 in 21 U.S. offices; a year ago it had 2,578 employes in 65 offices, including 772 in 15 U.S. offices.

Top execs: John Morrissey, chairman; Ronald Deluca, vice-chairman; Leo-Arthur Kelmenson, president-ceo; John Balson, president, K&E domestic; Stephen O. Frankfurt, director, creative planning & development; William C. Lang, exec vp-treasurer, and Victor Olesen, exec vp.

Phone: (212) 880-2000.

Ketchum Communications

Gross Income	1982	1981
U.S.	$43,960,000	$38,557,000
International	10,322,000	10,103,000
Total	$54,282,000	$48,660,000

Ketchum Communications, Pittsburgh, reported gross income of $54,282,000 in 1982 on billings of $362,000,000. Its gross income in 1981 was $48,660,000 on billings of $342,148,800.

The agency's 1982 U.S. volume of $293,200,000 consisted of $199,500,000 in media, $25,900,000 in materials and services and $67,800,000 in capitalized fees. Its 1981 U.S. volume of $257,200,000 consisted of $183,500,000 in media, $24,100,000 in materials and services and $49,600,000 in capitalized fees.

The agency's overseas volume was $68,800,000 in 1982 and $84,948,800 in 1981, but it did not break out those figures.

In 1982, the agency gained Gray

NOW LIPTON NOODLES PACKAGES STAND FOR ATTENTION.

Lipton's new packaging concepts for their noodles and sauce products required a more efficient shelf storage system. It had to be easy to load, provide maximum facings and have the capacity to prevent frequent out-of-stock situations. Most importantly, Lipton wanted the packages to remain upright in order to command the attention they deserved.

They knew that Henschel-Steinau would know exactly how to do it.

Our solution was this elegantly versatile unit that is spring loaded to keep packages up front and upstanding. The clear plastic front panels allow Lipton's newly designed graphics to be readily visible and the capacity of the unit accommodates an entire case of noodle and sauce packages. The modular design enables retailers to fit side by side or vertically stacked, single or double width trays into their available space. And, break off sections in the front of the trays allow the display to fit any variations of shelf depth. The acceptance of this display, and its success in both small stores and chains, helped accelerate the national acceptance of these new products.

What we did for Lipton we can do for you. Among companies like Lipton, Henschel-Steinau has built a solid reputation for being more than designers and builders of attention getting point of purchase displays. We're known for our ability to analyze, understand and solve difficult and complex merchandising problems as well.

henschel-steinau, inc.

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(201) 567-7100
(212) 564-1320

Point of Purchase Advertising

Lipton
Noodles & Sauce
Chicken
NEW! Lipton
Noodles & Sauce
Sour Cream & Chives

Gross income over $15,000,000

Drug Fair, Dresser-Titan, Season-All Industries, Castle & Cooke Foods (special project), Weyerhauser (hydroponic produce), Roffler Industries and Westinghouse Electric Corp. (corporate), billing $4,200,000 from, D'Arcy, MacManus & Masius.

It lost New York Air, billing $2,000,000; Japan Air Lines, billing $6,000,000 to several agencies; Rubbermaid, billing $4,000,000, to Needham, Harper & Steers; Brockway Glass, billing $3,000,000, to Creamer Inc.; Park Sausages, billing $1,000,000; Granny Goose Foods, billing $1,000,000; Clorox, billing $10,000,000, to Needham, Harper & Steers and Pulse.

Overseas, the agency gained two dozen accounts, including British West Indies Airways in England; Kodak (new product), France; AOK Cosmetics, Durana; Bank of America, Hong Kong, and Johnson & Johnson, Japan.

It lost nine overseas accounts, including Spillers in England, and Japan Airlines in Durana, Hong Kong and Japan.

Billings breakdown: Newspapers 9.2%, magazines 17%, radio 7.8%, network tv 24.8%, spot tv 27.6%, cable tv 0.6%, business papers 13%.

The agency has 1,100 employes in 15 offices, including 850 in 10 U.S. offices; a year ago it had 1,035 employes in 14 offices, including 835 in nine U.S. offices.

Top execs: William H. Genge, chairman-ceo; Gerald J. Voros, president/coo; Edward L. Graf, exec vp-finance and law; Donald G. Sullivan, president, Ketchum Advertising/US; Paul Alvarez, chairman, Ketchum PR; Herbert D. Gordon, Ketchum Yellow Pages; Maryalice Fullmer, president, Ketchum Direct, and Joseph M. Coogle Jr., president, Ketchum International.

Phone: (412) 456-3564.

Laurence, Charles & Free

Gross Income	1982	1981
U.S.	$26,250,000	$21,600,000
Total	$26,250,000	$21,600,000

Laurence, Charles & Free, New York, reported gross income of $26,250,000 in 1982 on billings of $175,000,000. Its gross income in 1981 was $21,600,000 on billings of $144,000,000.

The agency's 1982 volume consisted of $158,000,000 in media, $9,000,000 in materials and services and $8,000,000 in capitalized fees.

Its 1981 volume consisted of $130,000,000 in media, $7,000,000 in materials and services and $7,000,000 in capitalized fees.

In 1982, the agency gained Abbott Laboratories' Tronolane, Heublein (Club Cocktails, Heublein prepared cocktails, Lancers wines and American Creme Liqueur) and Barton's candy.

It lost Alfa-Romeo.

Billings breakdown: Newspapers 20%, magazines 23%, supplements 1%, radio 2%, network tv 27%, spot tv 12%, cable tv 1%, outdoor 7%, business papers 1%, transit advertising 5%, point of sale 1%.

The agency has 193 employes; a year ago it had 179.

Top execs: Charles Goldschmidt, chairman; F. William Free, vice-chairman; Laurence D. Dunst, president; Brett Shevack, exec vp-creative director; Martin Smith, exec vp-account services; Alfred L. Evans Jr., Alfred Magnane, Malcolm Minor, Bonnie Piven and Russell K. Shaffer, senior vps-management supervisors; Basil Thomsen, senior vp-account supervisor; Richard Walken, senior vp-marketing service & media; Paul Hiromura, senior vp-marketing research; Robert Adler, senior vp-media director; Jack Mitnick, senior vp-production; Herman Feingold, senior vp-treasurer; James Russek, senior vp-director of entertainment division; Ellen Goldschmidt, senior vp-broadcast production.

Phone: (212) 661-0200.

Leber Katz Partners

Gross Income	1982	1981
U.S.	$25,912,000	$22,854,000
Total	$25,912,000	$22,854,000

Leber Katz Partners, New York, reported gross income of $25,912,000 in 1982 on billings of $225,047,750. Its gross income in 1981 was $22,854,000 on billings of $189,500,000. The agency was acquired last March by Newcourt Corp., the communications subsidiary of Mickelberry Corp.

The agency's 1982 volume consisted of $184,839,000 in media, $9,360,000 in materials and services and $30,848,750 in capitalized fees. Its 1981 volume consisted of $155,125,000 in media, $5,125,000 in materials and services and $29,250,000 in capitalized fees.

In 1982, the agency gained R.J. Reynolds Tobacco (new Bright cigarets); Eastman Chemical, billing $3.5 million, from Geers, Gross, Products and *Newsweek*, billing $4,000,000, from Foote, Cone & Belding.

It lost Hanes Knitwear, billing $5,000,000, to Long, Haymes & Carr; IBM's general systems division, billing $2,000,000, to Doyle Dane Bernbach.

Billings breakdown: Newspapers 18%, magazines 30%, radio 10%, network/spot tv 19%, business papers 5%, outdoor 7%, sales promotion 11%.

The agency has 248 employes; a year ago it had 249 employes.

Top execs: Stanley H. Katz, chairman; John C. Walsh, president; Murray A. Valenstein, vice-chairman; Jerry Davidow, Sam Eisnitz, Laurel Cutler and Dennis McClain, exec vps.

Phone: (212) 826-3900.

Marschalk Campbell-Ewald

Gross Income	1982	1981
U.S.	$81,633,000	$64,879,000
International ..	37,354,000	41,156,000*
Total	$118,987,000	$106,035,000*

*Not restated using current exchange rates

Marschalk Campbell-Ewald Worldwide, New York, including Clinton E. Frank Inc., Chicago, reported gross income of $118,987,000 in 1982 on billings of $793,642,000. Its gross income in 1981 was $106,035,000 on billings of $707,252,000.

(The 1981 figures were compiled using the then current foreign exchange rates. If the 1981 figures were restated using current exchange rates, Marschalk Campbell-Ewald's 1981 gross income would have been $98,666,000 on 1981 billings of $658,100,000.)

Marschalk Campbell-Ewald is a member of the Interpublic Group of Cos., whose other units include McCann-Erickson Worldwide and SSC&B:Lintas Worldwide.

Interpublic had total gross income of $541,707,000 in 1982 on billings of $3,613,186,000. Interpublic's gross income in 1981 was $493,642,000 on billings of $3,292,592,000. (If Interpublic's 1981 figures were restated using current exchange rates, its gross income for that year would be $442,517,000 on billings of $2,951,588,000.)

The agency's U.S. volume was $544,492,000 in 1982 and $432,742,000 in 1981. Those figures were not broken down.

The agency's 1982 overseas volume was $249,150,000 in 1982 and $274,510,000 in 1981.

Campbell-Ewald

Campbell-Ewald, Warren, Mich., had 1982 gross income of $50,754,000 on billings of $338,529,000. Its 1981 gross income was $36,524,000 on billing of $243,615,000. Its international gross income was $37,354,000 on volume of $249,150,000. Its overseas 1981 gross income was $41,156,000 on volume of $274,510,000.

Campbell-Ewald last year gained American Tourister and GM Overseas Distribution Corp. It lost no accounts.

Overseas, the agency gained McEwans hardware chain, Australia; Philips, Belgium; H. Stern, Brazil; Fibreglas, Canada, Pentax, Germany; Palmera (seafood), Italy; Heublein, Mexico; Henkel, Netherlands, and L'Oreal, United Kingdom.

It losses overseas included John Fairfax (newspapers), Australia; International Wool Secretariat, Germany, and Compar shoes, Italy.

Marschalk Co.

The New York-based agency had 1982 gross income of $25,979,000 on billings of $173,280,000. Its 1981 gross income was $23,511,000 on billings of $156,818,000.

The agency gained Chattem Inc.; Olympus Camera Corp., billing $12,000,000 from SSC&B; Medac; Stroh Brewery (Stroh Bohemian beer); Thompson Medical; Upjohn Co., and Coca-Cola Foods.

It lost ABC Radio Enterprises; Schering Plough's Maybelline cosmetics; IBM World Trade; Revlon's Mitchum antiperspirant; Alcan Aluminum, and Sentry Hardware.

Clinton E. Frank Inc.

The Chicago-based agency had 1982 gross income of $4,900,000 on billings of $32,683,000. Its 1981 gross income was $4,844,000 on billings of $32,309,000.

The agency gained the Assn. of Tequila Producers and Nalco Chemical.

* * *

Marschalk Campbell-Ewald did not supply a breakdown of its billings. The agency has 1,964 employes; a year ago it had 1,922.

Of that total, C-E has 729 in the U.S. and 740 abroad; Marschalk, 389, and Clinton E. Frank, 106.

Campbell-Ewald Worldwide: Top execs: Thomas B. Adams, chairman; Richard D. O'Connor, vice-chairman & ceo; Lester A. Delano, president-coo; Paul L. John, vice-chairman & ceo, Campbell-Ewald; Michael S. Lesser, chairman-ceo, Marschalk; John S. Nichols, vice-chairman & ceo, Clinton E. Frank Inc., and Robert P. Roselle, chief financial officer, Marschalk Campbell-Ewald Worldwide.

Phone: (212) 489-6200.

Marsteller Inc.

Gross Income	1982	1981
U.S.	$58,593,000	$50,157,000
International	22,589,000	21,553,000
Total	$81,182,000	$71,710,000

Marsteller Inc., New York, a subsidiary of Young & Rubicam, reported gross income of $81,182,000 in 1982 on billings of $541,484,000. Its gross income in 1981 was $71,710,000 on billings of $478,172,000.

The agency's U.S. volume was $390,815,000 in 1982 and $334,547,000 in 1981. Those figures were not broken down. Its overseas volume was $150,669,000 in 1982 and $143,625,000 in 1981.

Included in the agency's figures are the billings and income of a subsidiary, Burson-Marsteller.

In 1982, the agency gained Alfa Romeo Inc., billing $3,000,000, from Laurence, Charles & Free; Aluminum Assn.; American Coal Foundation; Cabot Corp.'s Berylco and Wear Technology divisions; California Museum of Science & Industry; Executone; R.T. French Co. (Gringo sauce and Idaho Spuds); General Electric corporate recruiting; Highland Ranch Co.; Huntington National Bank; Intergem Inc.; Kwik Shop Stores; Midland Ross' Cambion and Midtex divisions; Oak Communications; Oak Switch, and Programs Unlimited.

It lost Emerson Quiet Kool; Iveco Trucks; Metropolitan Water District of Southern California; Sunshine Biscuits, and Victor Business Products.

The agency did not report its overseas gains or losses.

Marsteller does not supply billings breakdowns.

Last October, the Fry-Sills division of Y&R was folded into Marsteller to become Marsteller/Denver.

The agency has 1,648 employes, including 1,104 in the U.S.; a year ago it had 1,492 employes, including 967 in the U.S.

Top execs: Richard C. Christian, chairman; Louis A. Magnani, president; Bert Rosenberg, exec vp.

Phone: (312) 329-1100.

McCaffrey & McCall

Gross Income	1982	1981
U.S.	$20,750,000	$19,866,000
Total	$20,750,000	$19,866,000

McCaffrey & McCall, New York, reported gross income of $20,750,000 in 1982 on billings of $140,200,000, all in media. Its gross income in 1981 was $19,866,000 on billings of $134,500,000, all in media.

In 1982, the agency gained Avis Rent A Car System, billing $10,000,000, from BBDO; Falcon Jet; Guest Quarters, and T. Rowe Price Marketing.

It lost Del Taco restaurants, billing $2 million, to Keye/Donna/Pearlstein, and ABC News, billing $2 million, to N W Ayer Inc.

Billings breakdown: Newspapers 14%, magazines 30%, radio 2%, network tv 41%, spot tv 6%, cable tv 1%, outdoor 4%, direct mail 2%.

The agency has 310 employes; a year ago it had 301.

Top execs: David B. McCall, chairman-creative director; Donald C. Goss, Margaret G. Wasley, John A. Sidebotham Jr., William T. Shaw and R. Bruce Montgomery, exec vps; Richard Passanant, Harris A. Lefkon, and Linden A. Davis Jr., senior vps.

Phone: (212) 421-7500.

McCann-Erickson Worldwide

Gross Income	1982	1981
U.S.	$82,504,000	$75,757,000
International ..	193,571,000	201,497,000*
Total	$276,075,000	$277,254,000*

*Not restated using current exchange rates.

McCann-Erickson, New York, re-

PORTRAIT:

A tongue in cheek Texan

By Larry Doyle

Michael Hicks says that if they can't take a joke, they might be better off someplace else. Hixo Inc. probably can't help them.

"Most of the stuff we're doing has a degree of humor in it," Mr. Hicks says of his small Austin, Tex.-based agency. "And we generally don't deal with clients who are not funny, or at least don't have an appreciation for it."

Coming from the director of a five-year-old, eight-person operation with $1.5 million in billings last year, that may sound a bit presumptuous. But Mr. Hicks simply believes humor and creativity are what his company does best, and dealing in anything less usually leads to mutual dissatisfaction.

Michael Hicks: A certain amount of dice-rolling.

"We try to have people who have a sense of humor or share a view of life and business that we do," because, he says, "those people we tend to get along with very well. So long as the design quality is high, we have very few problems. The only people I can think of whom we've not meshed as a design group, as a creative group, have been those who've maybe taken themselves too seriously."

This isn't just personal preference. Today's audiences are more sophisticated, Mr. Hicks claims, and more accepting of humor. So laughter sells.

He has his proof: "We did a promotion piece for *Texas Monthly* on Texas because we were promoting Texas and because at that time, some years ago, we were trying to make the rest of the country aware of Texas, as a market and as sort of an entity."

But rather than indulge in picture postcards and purple prosaics, what Mr. Hicks concocted was a "sort of guidebook thing, real tongue in cheek, a funny little piece." And he got, he says, "a real incredible response to it."

The folks at Texas Monthly thought so, too; in 1981 their book division published an expanded version of the piece as a trade paparback. Written by Mr. Hicks, designed by Hixo Inc., and "Produced in Texas by Texans," "How To Be Texan" contained instruction on breaking in boots, equipping a truck and staying alive in Texas. ("Never," for example, "use the word 'marvelous' in any establishment that serves liquor.")

The book has sold 43,000 copies to date—"And it's still selling," Mr. Hicks adds in his best commercial voice over—and in 1982 spawned the follow-up "Yankees Made Simple/The South Made Simple," which is in its second printing and still selling well. Two other books are planned for early next year, one on peppers—"Sounds weird, I know"—and the other a self-improvement spoof. In addition, a 60-minute cable video version of "Yankees/The South" is in the works, with nine to 13 half-hour installments to follow if it is successful.

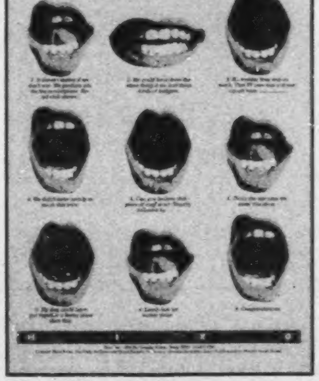
All of this, remember, started as "a funny little" promotional piece in a regional magazine.

Mr. Hicks' faith in creativity and humor is not universally shared, not in a business filled with number crunchers, but he understands. "There is a certain amount of rolling of the dice," he admits, "when you really support a project that's strong in creative and not so strong in supportive numbers, there's a certain amount of gambling involved."

Agencies stopped taking those kind of chances in the late 1970s, Mr. Hicks says, and creativity reached a nadir in the early 1980s. But "what I've seen in 1982, and what seems to be going in 1983—and I've been very encouraged—is there seems to be added interest and support of hard-core creative solutions to problems.

"And there seems to be a growing disregard for the numbers," he adds, "because the market is becoming so segmented that it's very hard to put your finger on exactly who's going to respond and whom you're addressing your primary material to. . . .

"All in all," Mr. Hicks concludes, "it bodes very well for people who are creative intensive."



Hixo's "time-tested ways to get you through the Addies one more year" is all mouth.

Gross income over $15 million

ported gross income of $276,075,000 in 1982 on billings of $1,841,424,000. Its gross income in 1981 was $277,254,000 on billings of $1,849,284,000.

(The 1981 figures were compiled using the then current foreign exchange rates. If the 1981 figures were restated using current exchange rates, McCann's 1981 gross income would be $244,971,000 on billings of $1,633,954,000.)

McCann-Erickson Worldwide is a member of the Interpublic Group of Cos., whose other units include Marschalk Campbell-Ewald Worldwide and SSC&B: Lintas Worldwide. Interpublic had total gross income of $541,707,000 in 1982 on billings of $3,613,186,000. Interpublic's gross income in 1981 was $493,642,000 on billings of $3,292,592,000. (If Interpublic's 1981 figures were restated using current exchange rates, its gross income for that year would be $442,517,000 on billings of $2,951,588,000.)

The agency's U.S. volume was $550,302,000 in 1982 and $505,299,000 in 1981. Those figures were not broken down.

The agency's overseas volume was $1,291,122,000 in 1982 and $1,343,985,000 in 1981.

In 1982, the agency gained Exxon credit card program; Continental National Bank; N L Baroid; Mitsubishi Electronic Sales of America; Duling Optical; Thomas Industries' Contemporary division; AT&T, billing $15,000,000 from N W Ayer Inc.; Curtis Candy (Baby Ruth and Butterfinger); Nabisco corporate; Pabst (Olde English, Andecker, Jacob Best), and Foster Farms.

It lost Gordon Jewelers, Sony Betamax, billing $6,000,000; Heublein; Bache, billing $5,000,000; Specialty Brands, and Roman Meal Co.

Overseas, the agency gained nearly 200 accounts or additional assignments, including Johnson & Johnson in Argentina; Union Carbide, Belgium; Nestle, Brazil; Nabisco, Canada; Goodyear, Chile; BAT, Colombia, and Del Monte, Germany. It lost 36 accounts, including Gillette in several countries; S.C. Johnson, Portugal, and Levi Strauss, Sweden. The agency did not supply a billings breakdown. The agency has 5,850 employes, including 1,272 in the U.S.; a year ago it had 5,880 employes, including 1,273 in the U.S.

Top execs: Eugene H Kummel, chairman; Willard C. Mackey Jr., president-ceo; Barry L. Day and John F. Bergin, vice-chairmen, and Bohdan I. Kurylko and William C. Thompson Jr., exec vps.

Top execs, McCann-Erickson USA: Eugene H. Kummel, chairman; Robert L. James, vice-chairman (U.S. operations); John F. Bergin, president; Charles J. Hamm, vice-chairman; Willard C. Mackey Jr., director; Gerald C. Aitkin, Eugene A. Dewitt, Paula Drillman Glasberg, Thom Grant, Jim G. Hetherly, James D. Kuras, Emery F. Lewis, James A. Scully, Ronald H. Sugarman, John L. Tormey and Francis J. Van Bortel, exec vps, and William C. Thompson Jr. and Robert T. Cabezas, directors.

Phone: (212) 697-6000.

NCK Organization

Gross Income	1982	1981
U.S.	$5,199,600	$4,944,000
International ...	64,625,400	51,756,000
Total	$69,825,000	$56,700,000

NCK Organization, New York, reported gross income of $69,825,000 in 1982 on billings of $433,472,000. Its gross income in 1981 was $56,700,000 on billings of $378,000,000.

The agency's 1982 U.S. volume of $42,972,000 consisted of $33,095,000 in media, $2,475,000 in materials and services and $7,402,000 in capitalized fees. Its 1981 U.S. volume of $39,240,000 consisted of $29,035,000 in media, $2,354,000 in materials and services and $7,851,000 in capitalized fees.

The agency's overseas volume was $390,500,000 in 1982 and $338,760,000 in 1981. It did not break out those figures. Included in the agency's figures are the billings and income of its U.S. subsidiary, Altschiller, Reitzfeld, Solin/NCK, New York.

In 1982, the U.S. subsidiary gained Georgia Pacific's Mr. Big towels, napkins and bath tissue; Commerce Drug (Propa PH, Ora-Jel), and Pfizer Inc. new products. It lost Group W Cable.

Overseas, NCK gained over 50 accounts, including Colgate in Mexico; Caribbean Development in Trinidad; Citroen, Spain; *Hjemmet* magazine, Denmark; Datsun, Belgium; Johnson Wax, France; Bourjois cosmetics (United Kingdom); Colgate-Palmolive, Germany; Nicky Chini perfumes, Italy; Juvena cosmetics, Switzerland; Philip Morris, Sweden; Cadbury-Schweppes, Netherlands; Hertz, Austria; Christiania Glasmagasin, Norway; National Housing Corp., Jamaica; Halls Mentholyptus, Portugal, and Richardson-Vicks (Vapo Rub), Canada. It did not report overseas losses.

Billings breakdown: Newspapers 5%, magazines 15%, radio 2%, network tv 20%, spot tv 55%, other 3%.

The agency has 1,184 employes in 32 offices, including 53 in one U.S. office; a year ago it had 933 employes in 32 offices, including 51 in one U.S. office.

Top execs: Edward A. Roncarelli, chairman; Emine Messiqua, president; Michael D. Woodward, executive vp; W. Graham Lockey, vice-chairman; John P. Corban, senior vp.

Phone: (212) 751-0900.

Nationwide Advertising Service

Gross Income	1982	1981
U.S.	$18,679,167	$19,050,308
International ...	1,455,513	2,809,006
Total	$20,134,680	$21,859,314

Nationwide Advertising, Cleveland, an agency specializing in recruitment advertising, reported gross income of $20,134,680 in 1982 on billings of $68,303,032. Its gross income in 1981 was $21,859,314 on billings of $90,306,929.

Operating on a cash basis accounting system, the agency reported that its gross income last year was buoyed by collection of accounts receivable from prior years.

The agency's 1982 U.S. volume was $63,329,016, all in media. Its 1981 U.S. volume consisted of $79,035,801, all in media.

The agency's overseas volume in 1982 was $4,974,016, all in media, compared with $11,271,128 in 1981.

It did not report 1982 account gains or losses.

Billings breakdown: Newspapers 95%, magazines 3%, other 2%. The agency has 270 employes in 34 offices, including 245 in 28 U.S. offices; a year ago it had 386 employes in 34 offices, including 348 in 28 U.S. offices

Top execs: Theodore J. Stepien, president; Thomas A. Richey, exec vp; Joseph V. De Grandis, secretary-treasurer, and John A. Salay, chief financial officer.

Phone: (216) 579-0300.

Needham, Harper & Steers

Gross Income	1982	1981
U.S.	$62,847,000	$59,205,000
International ...	16,125,000	14,400,000
Total	$78,972,000	$73,605,000

Needham, Harper & Steers,, New York and Chicago, reported gross income of $78,972,000 in 1982 on billings of $526,800,000. Its gross income in 1981 was $73,605,000 on billings of $490,000,000.

The agency's 1982 volume of $419,200,000 consisted of $253,100,000 in media, $50,600,000 in materials and services and $115,500,000 in capitalized fees. Its 1981 U.S. volume of $395,000,000 consisted of $258,300,000 in media, $58,800,000 in materials and services and $77,900,000 in capitalized fees.

The agency's 1982 overseas volume of $107,600,000 consisted of $104,600,000 in media and $3,000,000 in materials and services. Its 1981 foreign volume of $95,000,000 consisted of $92,800,000 in media and $2,200,000 in materials and services.

In 1982, the agency gained John Blair & Co.; TRP Energy Sensors Inc.; Glo-International Corp.; E & J Gallo Winery; Budweiser Light beer, billing $35,000,000; Busch Entertainment Corp.; Clorox Co., billing $10,000,000; Rubbermaid Inc., billing $4,000,000; Sears, Roebuck & Co.; Woodside Management Systems; D.C. Instant Lottery; National Permanent S&L Assn.; Associated Press Broadcast Services; Kraft Inc. (Philadelphia brand dressings and new products); General Mills (new products); Wm. Wrigley Co.'s Amurol division (new products), and Armour-Dial.

It lost Bacardi Imports; Third National Bank & Trust; Rike's Department Store; Atlantic Richfield Co., billing $6,000,000, and Wrigley spearmint gum, billing $9,000,000, to BBDO.

The agency did not report overseas account gains or losses.

Billings breakdown: Newspapers 6.8%, magazines 23.4%, supplements 0.5%, radio 9.2%, network tv 45.3%, spot tv 13.3%, outdoor 1.5%.

The agency has 1,913 employes in 26 offices, including 1,055 in six U.S. offices; a year ago it had 1,778 employes in 115 offices.

Top execs: Paul C. Harper, chairman-ceo; B. Blair Vedder Jr., vice-chairman and chairman-ceo, NH&S International; Keith Reinhard, chairman-ceo, NH&S/USA; Peter Nelson, president-coo, NH&S/USA; Edward Haymes, exec vp-chief financial officer, NH&S; Barry Biederman, chairman-ceo, NH&S/Issues & Images; Joel Baumwoll, vice-chairman, NH&S/USA, and president NH&S/New York; Al Wolfe, president, NH&S/Chicago; Gerrold Rubin, president, NH&S/Los Angeles, and Richard Anderson, exec vp-corporate director of media and programing, NH&S/USA.

Phone: (212) 758-7600.

Ogilvy & Mather International

Gross Income	1982	1981
U.S.	$176,867,000	$157,459,000
International ...	138,182,000	129,043,000
Total	$315,049,000	$286,502,000

Ogilvy & Mather, New York, reported gross income of $315,049,000 in 1982 on billings of $2,151,016,000. Its gross income in 1981 was $286,502,000 on billings of $1,933,842,900.

The agency's 1982 U.S. volume of $1,179,703,000 was not broken out by the agency, but it is estimated to have included $970,000,000 in media, and $209,703,000 in materials and services. Its 1981 U.S. volume of $1,050,252,000 is estimated to have included $860,000,000 in media and $190,252,000 in materials and services.

The agency's overseas volume was $971,313,000 in 1982 and $883,590,000 in 1981. Included in the agency's figures are the billings and income of the following U.S. subsidiaries: Ogilvy & Mather Partners; Ogilvy & Mather Direct Response; Sussman & Sugar; Schiller Ogilvy & Mather; Van Melick, Barrus; North American Personnel Systems; Scali, McCabe, Sloves; Euroamerica Translations; Cole & Weber, and A. Eicoff & Co.

In 1982, the agency gained Gallo varietal wines from Needham, Harper & Steers; Parker Pen Co., billing $2,000,000; Hunter Douglas, American Bell, with 1983 billings estimated at $30,000,000; Mattel home computers; Chemlawn Corp., and Kayser-Roth.

It lost Thompson Medical's Aspercreme and Prolamine, with combined billings of $2,300,000, to Marschalk Co.; Toro, billing $5,000,000, to Campbell-Mithun; Hathaway; Burger Chef, and RC Cola.

Overseas, the agency gained 525 accounts or additional business, including Chesebrough-Ponds, Southeast Asia; Oce, Europe and Southeast Asia; Woolworth AOR-Australia; Mattel Electronics, Europe and Australia; Beecham's Lancaster cosmetics, Europe; Silhouette Books, Europe and New Zealand; Richardson-Vicks, Europe and Southeast Asia; Phillips, Europe and Southeast Asia; Johnson & Johnson, and Bristol-Myers, New Zealand; General Foods, Europe, and Unilever, Europe.

It lost 132 accounts overseas, including Gillette, Dunlop and Franklin Mint.

Billings breakdown: Newspapers 8%, magazines 12%, supplements 1%, radio 4%, network tv 45%, spot tv 23%, business papers 1%, direct mail 6%.

The agency has 7,010 employes in 132 offices, including 2,750 in 26 U.S. offices; a year ago it had 6,000 employes in 115 offices.

Top execs: William E. Phillips, chairman-ceo, James Benson, vice-chairman; Michael Ball, vice-chairman; William Weed, chairman Europe/director, international accounts; Shelby H. Page, treasurer; O&M-US: Kenneth Roman, president; Henry P. Bernhard, vice-chairman, and Graham Phillips, Hal Riney, Michael Turner, Jules Fine, David Scott and Norman Berry, exec vps.

Phone: (212) 907-3400.

Ross Roy Inc.

Gross Income	1982	1981
U.S.	$33,300,000	$30,450,000
Total	$33,300,000	$30,450,000

Ross Roy Inc., Detroit, reported gross income of $33,300,000 in 1982 on billings of $222,000,000. Its gross income in 1981 was $30,450,000 on billings of $203,000,000.

The agency's 1982 volume consisted of $118,000,000 in media, $19,000,000 in materials and services and $85,000,000 in capitalized fees. Its 1981 U.S. volume consisted of $113,000,000 in media, $18,000,000 in materials and services and $72,000,000 in capitalized fees.

Included in the agency's figures are the billings and gross income of Gray & Kilgore, as well as income and billings derived from its minority interest in Ross Roy/New York Compton.

In 1982, the agency gained: Michigan Department of Commerce and K mart of Canada. It resigned McDonald's (Michigan), with billings of $6,000,000, and lost McDonald's Toledo (O.) Operators Assn.

Billings breakdown: Newspapers 3%, magazines 14%, radio 15%, network tv 22%, spot tv 25%, outdoor 1%, point of sale 14%, direct mail 4%, other 2%.

The agency has 493 employes in four offices, including 471 in two U.S. offices.

Top execs: Ross Roy, chairman; Glen W. Fortinberry, president-ceo; Richard C. Ward, Bruce S. Wagner, John L. Frakes, exec vps, and Chris A. Lawson, vp-treasurer.

Phone: (313) 568-6000.

SSC&B: Lintas Worldwide

Gross Income	1982	1981
U.S.	$45,530,000	$41,650,000
International ...	129,438,000	134,702,000*
Total	$174,968,000	$176,352,000*

*Not restated using current exchange rates

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Gross income over $15,000,000

SSC&B: Lintas Worldwide, New York, reported gross income of $174,968,000 in 1982 on billings of $1,152,951,000. Its gross income in 1981 was $176,352,000 on billings of $1,168,319,000.

(The 1981 figures were compiled using the then current foreign exchange rates. If the 1981 figures were restated using current exchange rates, SSC&B: Lintas Worldwide's 1981 gross income would have been $155,750,000 on 1981 billings of $1,033,636,000).

SSC&B, its U.S. operating unit, had U.S. volume of $303,683,000 in 1982 and $277,807,000 in 1981. It did not break down those figures. Its overseas volume was $849,268,000 in 1982 and $755,829,000 in 1981.

SSC&B: Lintas Worldwide is a member of the Interpublic Group of Cos., whose other units include Marschalk Campbell-Ewald Worldwide and McCann-Erickson Worldwide Interpublic had total gross income of $541,707,000 in 1982 on billings of $3,613,186,000. Interpublic's gross income in 1981 was $493,642,000 on billings of $3,292,592,000. (If Interpublic's 1981 figures were restated using current exchange rates, its gross income for that year would be $442,517,000 on billings of $2,951,588,000).

The agency gained Renfield Importers; Poppin' Fresh pie shops; Carnation Co.; Coca-Cola USA (new Diet Coke); T. Niemeyer Ltd.; Diners Club International, billing $3,000,000; Quebec Ministry of Tourism; Lever Bros.; Johnson & Johnson; Citicorp special projects; McKay Chocolates & Candies USA, and Giuliano's deli and baker chain. It lost Olympus cameras, billing $12,000,000, to Marschalk.

Overseas, the agency gained over 180 accounts or additional assignments, including Philips (central media buying), Argentina; Coca-Cola Foods, Australia; Unilever, Austria; Monsanto, Belgium; Banco Noroeste, Brazil; Diet Coke, Canada; McKay, Chile: Ali Kaffe A/S, Denmark; Finnish Chipboard Assn., Finland; Japan Air Lines, France; Henninger Brau, Germany; St. Lewis coffee, Ghana; Heublein International, Greece; Farah Far East, Hong Kong; Asia Hotels, India; Interprogramme, Italy; Lipton teabags, Malaysia; Modulset, Mexico; Montedison, Middle East; Windhoek Promotions, Namibia; Douwe Egberts, Netherlands; Best Western hotels, New Zealand; 3M, Norway; Lipton, Pakistan; Del Monte, Philippines; Johnson & Johnson, Portugal; Citibank, Singapore; Glaxo, South Africa; Scholl, Spain; Pripps Bryggerier, Sweden; Lego, Switzerland; Hoechst, Thailand; Gillette, United Kingdom, and Lonhro, Zimbabwe.

It lost over 30 accounts, including Gartrell White in Australia; Credicard (Citibank), Brazil; Banco Morgan Finansa, Chile; Philips, Finland; Wendco, Malaysia; Jalber, Portugal and Juvena, Switzerland. SSC&B did not supply a billings breakdown. The agency has 3,713 employes, compared with 3,603 a year ago.

Top execs: William V. Weithas, chairman-ceo; David Croisdale-Appleby, Dr. J. Braun, John Hollier, R.A.H. McLaren, Malcolm D. MacDougall, Mark J. Penney, Andre M.R. Bernard, Philippe Charmet, Tim P. Denehy, Martin H. Hummel Jr., Jean-Francois Lacour, Kenneth L. Robbins and Dr. Ingo Zuberbier; SSC&B: Mr. Weithas, chairman-ceo; Mr. MacDougall, president-director of creative services, and Mr. Robbins and Harold V. Roger, vice-chairmen.

Phone: (212) 605-8000.

Strong dollar makes mark

The strength of the U.S. dollar abroad in 1982 continued to distort growth figures for agencies with strong contributions from overseas units as it did in 1981.

This issue, as in past years, translates monetary items like gross income at exchange rates current to the reporting period and does not restate figures carried in the previous year's issue.

This procedure is in compliance with accepted accounting principles. Dollar growth as a barometer of agency success is a difficult measure, anyway, since distortions occur whether the dollar is up or down.

Agencies particularly affected by exchange rate fluctuations have been permitted to comment on year-earlier figures appearing in the profile. Some have elected to restate figures for previous years, although ADVERTISING AGE treats them as unofficial.

Exchange rate fluctuations are one of the vagaries of doing business abroad. If the agency is public, it often publishes a chart showing the growth of its various foreign affiliates in their local currencies, or it may take an exchange rate comparable to both years to demonstrate growth by way of explaining how swings in foreign exchange rates over the entire year affect growth in dollars.

Saatchi & Saatchi Compton Worldwide

Gross Income	1982	1981
U.S.	$68,674,000	$59,823,000
International ..	117,854,000	89,491,000
Total	$186,528,000	$149,314,000

Saatchi & Saatchi Compton Worldwide, New York, formed last year when Compton Advertising was acquired by Saatchi & Saatchi, London, reported gross income of $186,528,000 in 1982 on billings of $1,302,600,000. The combined gross income of S&S and Compton in 1981 was $149,314,000 on billings of $1,020,570,000.

The agency's 1982 U.S. volume of $510,900,000 consisted of $357,378,000 in media, $33,721,000 in materials and services and $119,801,000 in capitalized fees. Its 1981 U.S. volume of $420,370,000 consisted of $299,372,000 in media, $45,264,000 in materials and services and $75,734,000 in capitalized fees.

The agency's overseas volume was $791,700,000 in 1982 and $600,200,000 in 1981. Included in the agency's figures are the billings and income of the following Compton Communications subsidiaries: Compton Advertising; Cadwell, Davis Partners; Rumrill-Hoyt; Ross Roy New York/Compton; Klemtner Advertising; Mayo Infurna; Fairfax Advertising, and Hoffman, York & Compton.

(See separate profiles of U.S. subsidiaries for account gains and losses; billings breakdown; employe/office totals, and top execs.).

Saatchi & Saatchi Compton did not list overseas account gains or losses.

It reported 1,140 employes in 13 U.S. offices.

Top execs: O. Milton Gossett, chairman-ceo; Robert H. Savage, president; Robert H. Huntington, exec vp-coo; Robert O. Jordan, exec vp & vice-chairman; James R. Adler, president; Maurice and Charles Saatchi, directors, Saatchi & Saatchi Compton DCL, the parent company, and Kenneth Gill, chairman S&S Compton DCL.

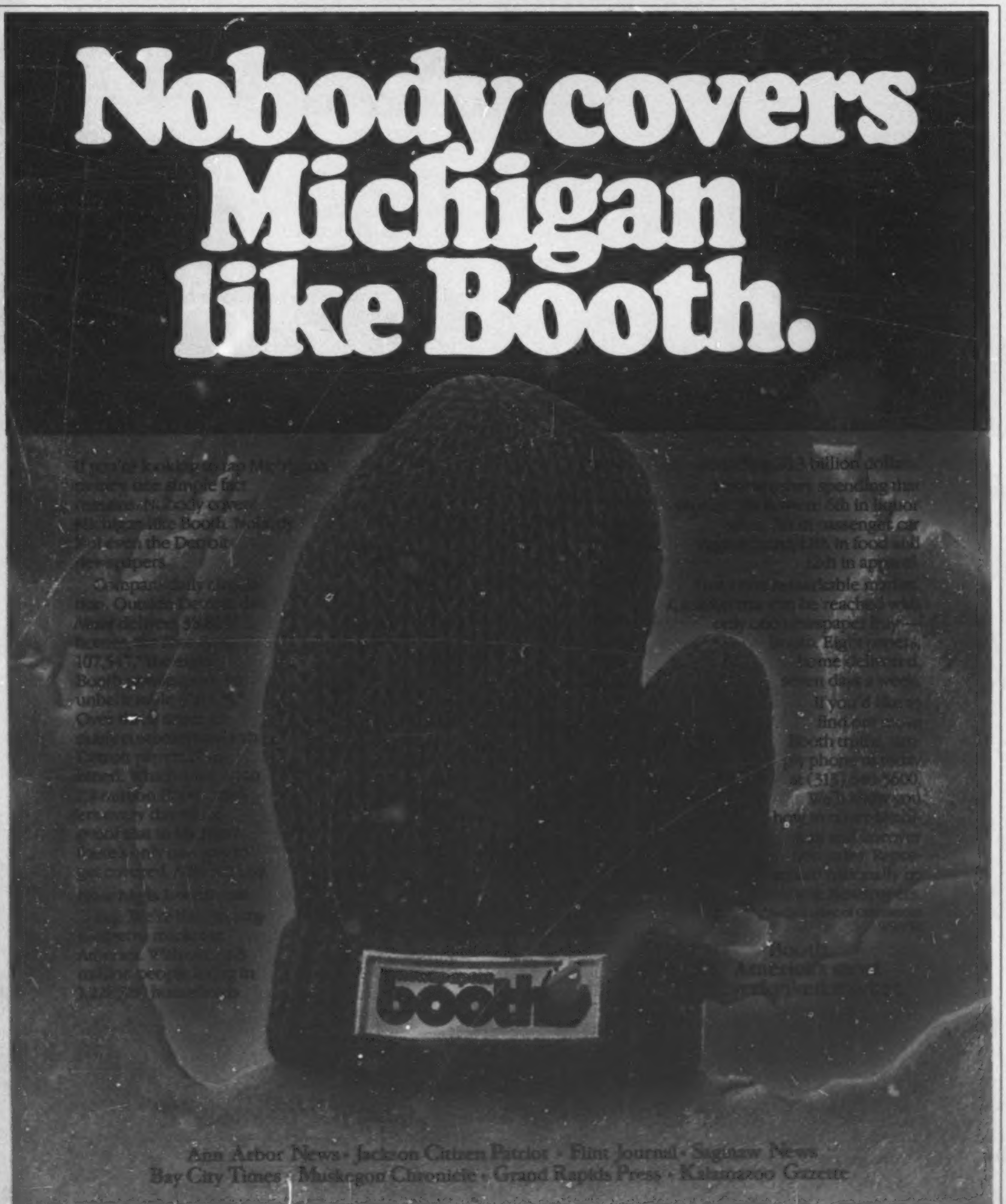
Phone: (212) 754-1100.

Scali, McCabe, Sloves

Gross Income	1982	1981
U.S.	$20,356,000	$19,013,061
International ..	11,900,000	8,176,246
Total	$27,712,000	$27,189,307

Scali, McCabe, Sloves, New York, a subsidiary of Ogilvy & Mather International, reported gross income of $27,712,000 in 1982 on billings of $202,315,387. Its gross income in 1981 was $27,189,307 on billings of $185,560,122.

The agency's 1982 U.S. volume consisted of $135,176,633, all in media. Its 1981 U.S. volume was $131,024,561 all in media. The agency's overseas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Gross income over $15,000,000

volume was $67,138,754 in 1982 and $54,535,561 in 1981, all in media.

In 1982, the agency gained Western Union (Mailgram), billing $5,000,000, from Trout & Ries, and Continental Airlines, billing $16,000,000, from Keye/Donna/Pearlstein.

It lost Pioneer Electronics, billing $10,000,000, to Chiat/Day, and Singer Co., billing $3,000,000, to David Deutsch Associates. Overseas, the agency gained Labatt, Victoria State Opera, Sylvanfoods, Capel Court, Luke-Nettlefold, Rawa Investments, Oxford-Pendaflex, Deutsche Granini, Robert Krups Stiftung, Dr. Shieffer Arzneimittel, Streifag, Olympus Sports, ICTC, Alberto-Culver, K Shoes and British Caledonian.

Overseas account losses: Nabob, Abbott Labs, Manan, Bulthauf, H. Mack and Watneys.

Billings breakdown: Newspapers 10%, magazines 21%, supplements 3%, radio 10%, network tv 20%, spot tv 32%, cable tv 1%, outdoor 2%, transit advertising 1%.

The agency has 542 employes in six offices, including 302 in one U.S. office; a year ago it had 478 employes in five offices, including 284 in one U.S. office.

Top execs: Marvin Sloves, chairman-ceo; Edward A. McCabe, president & worldwide creative director; Alan D. Pesky, president, international; Sam Scali, vice-chairman/chief art director; exec vps Robert Schmetteier, Richard Roth and Michael Ephron; Jerry Reitman, president, direct response, and Gail F. Lieberman, chief financial officer.

Phone: (212) 421-2050.

Sudler & Hennessey

Gross Income	1982	1981
U.S.	$12,300,000	$10,200,000
International	3,900,000	3,600,000
Total	$16,200,000	$13,800,000

Sudler & Hennessey, New York, a subsidiary of Young & Rubicam that specializes in healthcare advertising, reported gross income of $16,200,000 in 1982 on billings of $108,000,000. Its gross income in 1981 was $13,800,000 on billings of $92,000,000.

The agency did not break out its volume for either year. The agency's U.S. volume was $82,000,000 in 1982 and $68,000,000 in 1981.

The agency's overseas volume was $26,000,000 in 1982 and $24,000,000 in 1981.

In 1982, the agency gained: Abbott International (Similac and Similac & Cereal), Barnes-Hind Pharmaceuticals special projects, Ortho Pharmaceuticals' Suprol and special assignments, Warner-Lambert International, Johnson & Johnson, Advanced Care Products (otc new product development and Rx-to-over-the-counter assignment), Parke-Davis' Maxicam, Stuart Pharmaceuticals' new products, Ciba Consumer Pharmaceuticals' Slow FE.

It did not lose any accounts.

Overseas, the agency gained Bristol-Myers, Nestle, Ciba-Geigy, Abbott, Heumann, Lederle, Mundipharma, I.C.I. Pharma Ltd., I.M.S., Johnson & Johnson Medical, Nippon Fisher Co., Beecham Veterinary Products, Sigma Pharmaceuticals, Du Pont, Parke-Davis, Pfizer, Syntex Australia Ltd., Wyeth Pharmaceuticals, William R. Warner, Astra, Laboratories Carillon, Cilag, Delalande, Farmitalia, Fournier, Ipsen, Latema, Merrell-Lepetit, Organon, Roger Bellon, Roussel, Sarep, Searle, SKF, Winthrop.

It did not supply a billings breakdown.

The agency has 285 employes in eight offices, including 173 in two U.S. offices. A year ago it had 232 employes in nine offices with 172 in the U.S.

Top execs: Matthew J. Hennessey, ceo; William B. Gibson, president; de Paul Trunk and Donald Howard, exec vps-managing directors; Robert Gouterman, exec vp-communications service; Arthur M. Rosen, exec vp-direct consumer group.

Phone: (212) 265-8000.

TBWA Advertising

Gross Income	1982	1981
U.S.	$5,420,000	$3,750,000
International	27,614,000	27,900,000
Total	$33,034,000	$31,650,000

TBWA Advertising, New York, reported gross income of $33,034,000 in 1982 on billings of $220,185,000. Its gross income in 1981 was $31,650,000 on billings of $211,000,000.

The agency's 1982 U.S. volume was $36,000,000, all in media, and $25,000,000 in 1981. The agency's 1982 overseas volume was $184,185,000; its overseas volume in 1981 was $186,000,000, all in media.

In 1982, the agency gained Anheuser-Busch's Eagle snacks; Ralston-Purina (Chicken of the Sea tuna, Special Dinners cat food, new products), and Piat wines.

It lost Avianca and Ferragamo.

Overseas, the agency gained Quick fast-food chain, France; 3M tapes, COOP retail chain, Italy, Grand Marnier, Monsanto-Agro chemicals, all Germany; Milk Marketing Board, COI (government advertising), United Kingdom; Dunhill, Spain; Whitehall Labs, Belgium; Wasa, Holland, and Swiss Bank Corp., Switzerland.

It lost Cadbury, U.K. and France; Corp Products Co., U.K., and Evian, France.

Billings breakdown: Newspapers 10%, magazines 40%, radio 10%, spot tv 35%, outdoor 2%, point of sale 3%.

The agency has 500 employes in nine offices, including 60 in its one U.S. office.

In 1981, it had 520 employes in nine offices overseas and 45 in one U.S. office. Top execs: William G. Tragos, chairman-ceo; Richard N. Costello, president.

Phone: (212) 725-1150.

Tatham-Laird & Kudner

Gross Income	1982	1981
U.S.	$20,115,000	$14,600,000
Total	$20,115,000	$14,600,000

Tatham-Laird & Kudner, Chicago, reported gross income of $20,115,000 in 1982 on billings of $133,000,000. Its gross income in 1981 was $14,600,000 on billings of $98,000,000.

The agency's 1982 volume consisted of $79,600,000 in media, $14,175,000 in materials and services and $39,225,000 in capitalized fees. Its 1981 volume consisted of $61,000,000 in media, $9,000,000 in materials and services and $28,000,000 in capitalized fees.

Included in the agency's figures are the billings and income of TLK Direct Marketing, New York.

In 1982, the agency gained Interfood Ltd. (Andes Candies); Sunline Brands; California Canner & Growers (Libby Lite fruits); Wohl Shoe Co.'s Famous Footwear division; York Steak House Systems, billing $2,500,000, from D'Arcy-MacManus & Masius; International Harvester (corporate advertising) from D'Arcy, and Procter & Gamble's Coast deodorant soap, billing $10 million, from Doyle Dane Bernbach.

It lost no accounts last year.

Billings breakdown: Newspapers 16.7%, magazines 11.6%, supplements 1%, radio 1%, network tv 34.3%, spot tv 29.8%, outdoor 1%, business papers 2%, farm publications 0.1%, direct mail 2.5%.

The agency has 312 employes in two offices; a year ago it had 300 employes.

Top execs: Jerome F. Birn, chairman; Charlotte Beers, ceo, and William E. Ross, coo.

Phone: (312) 337-4400.

J. Walter Thompson Co.

Gross Income	1982	1981
U.S.	$167,200,000	$153,700,000
International	179,900,000	178,000,000
Total	$347,100,000	$331,700,000

J. Walter Thompson Co., New York, reported gross income of $347,100,000 in 1982 on billings of $2,315,200,000. Its gross income in 1981 was $331,700,000 on billings of $2,212,700,000.

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Gross income over $15,000,000

JWT, the largest subsidiary of JWT Group, a holding company formed in June, 1980, had 1982 U.S. volume of $1,115,400,000, all in media.

Its 1981 U.S. volume was $1,025,400,000, all in media.

The agency's 1982 overseas volume was $1,199,800,000 in 1982 and $1,187,300,000 in 1981. Included in the agency's figures are the billings and income of its following U.S. subsidiaries: JWT USA, Thompson Recruitment, Brouillard Communications, and Deitakos. If JWT Co.'s 1981 exchange rates were restated using current foreign exchange rates, the agency's 1981 non-U.S. gross income would be $148,100,000 (instead of $178,000,000) while total gross income would be $301,800,000. Its capitalized billings for 1981 would then be $2,013,200,000, of which $987,800,000 would be overseas volume. Such a restatement would then reflect agency gross income growth of 15% last year over 1981.

The foregoing JWT units, coupled with other subsidiaries operating within the JWT Group, gave the parent company gross income of $433,500,000 on 1982 revenues of $2,891,400,000. In 1981, JWT Group had gross income of $403,900,000 on revenues of $2,694,300,000. Other units within JWT Group include Hill & Knowlton, the world's largest public relations agency; Euro-Advertising International; Lord, Geller, Federico, Einstein; Survival Anglia, and Simmons Market Research Bureau.

In 1982, the agency gained the following: Evans Inc.; Grand Union; Timex Computer Corp. and Timex Medical Products; Toys 'R' Us; Loctite Corp.; Lever Bros. (Impulse body spray); R. T. French Co. (Bold 'n Spicy mustard, Sweater Fresh and Bully toilet cleaner); Eastman Kodak disc camera, and American Postal Workers Union.

It resigned Jos. Schlitz Brewing Co., billing $20,000,000, and lost Rollins Protective Services and Selchow & Righter.

Overseas, the agency gained 60 major accounts or additional assignments, including Kodak disc cameras in France, Holland and India; PepsiCo, Germany; Rolex, Portugal; Gallaher Ltd., John Harvey & Sons and Golden Wonder, United Kingdom; Loctite (Europa), Spain; Ferragamo shoes, Italy; ICL, Australia and Sweden; Goodyear, Canada; Samsonite, Argentina: Oster, Venezuela: Nestle, Mexico; Chesebrough-Pond's, Brazil; Dorman International, Hong Kong; Vida, Malaysia; Ministry of Defense, Singapore; Bacardi and Nippon Goodyear, Japan, and De Beers, South Africa.

It lost Nutricia, Holland; Spillers, U.K.; Zanussi, Italy; Camilia, Switzerland; 20th Century-Fox, Canada; Quaker Oats, Argentina; Parker Pen, Venezuela, Australia, Hong Kong and Singapore; Banco Popular, Peru, and Harlequin Books, Tokyo.

Billings breakdown: Newspapers 9.1%, magazines 10.2%, radio 5.4%, network tv 37.9%, spot tv 21.7%, outdoor 1%, farm publications 1.9%, direct mail 0.6%, other 12.2%.

The agency has 7,443 employes in 114 offices, including 2,836 in 60 U.S. offices. A year ago it had 7,419 employes in 104 offices, including 3,102 in 61 U.S. offices.

Top execs: Don Johnston, chairman-ceo; Denis Lanigan, vice-chairman and coo; Burt Manning, vice-chairman, creative resources, and chairman-ceo, JWT USA; Walter J. O'Brien, exec vp and president, JWT USA; John J. Cronin, exec vp and president, JWT Europe; W. Lee Preschel, exec vp and president, JWT Latin America; Donald F. Thompson, exec vp and president, JWT Asia/Pacific; George M. Black, chairman, JWT Germany; Joseph Brouillard, president, Brouillard Communciations; Jeremy Bullmore, chairman, JWT Ltd., U.K.; David Campbell-Harris, chairman, JWT Italy; Hugh P. Connell, secretary; Manuel de Elexpuru, president, JWT, Spain; Herbert H. Eames Jr., exec vp-finance & administration; Leonel M. Pavao, president, JWT Brazil; John E. Peters, exec vp-Ford worldwide and vice-chairman, JWT USA; Burton B. Petersen, president, Thompson Recruitment Advertising; Donald C. Robertson, exec vp-corporate development, and Thomas F. Sutton, exec vp.

Phone: (212) 210-7000.

Tracy-Locke/BBDO

Gross Income	1982	1981
U.S.	$18,663,745	$15,828,456
Total	$18,663,745	$15,828,456

Tracy-Locke/BBDO, Dallas, reported gross income of $18,663,745 in 1982 on billings of $157,434,932. Its gross income in 1981 was $15,828,456 on billings of $139,106,153. Formerly known as Tracy-Locke, the agency was acquired in February, 1982, by BBDO International.

The agency's 1982 volume consisted of $96,888,140 in media, $16,115,514 in materials and services and $44,431,278 in capitalized fees. Its 1981 volume consisted of $80,589,514 in media, $16,127,215 in materials and services and $42,389,424 in capitalized fees.

Included in the agency's figures is the billings and income of a subsidiary, Promotional Services Group Inc.

In 1982, the agency gained Taco Bell, billing $20,000,000, from Grey Advertising; Mile High Equipment Co., National Publishers and Young Realty.

It lost Preview Subscription Television, Old Jacksonville ceiling fans, Beaird-Poulan chain saws and Taco John's.

Billings breakdown: Newspapers 11%, magazines 9%, radio 14%, network tv 31%, spot tv 31%, cable tv 1%, outdoor 1%, business press 1%, other 1%.

The agency has 308 employes in eight offices; a year ago it had 287 employes in two offices.

Top execs: Norman Campbell, chairman; R.H. Stewart Mitchell, vice-chairman; Howard W. Davis, president; Donald C. Mitchum, president, Denver division; Ian Fawn-Meade, exec vp-exec creative director; Tom Little, president, pr group; Gary Von Kennel, president, promotional services group, and David H. Hudnall, chief financial officer.

Phone: (214) 742-3131.

Warwick Advertising

Gross Income	1982	1981
U.S.	$18,000,000	$16,200,000
Total	$18,000,000	$16,200,000

GQ September 1964

Warwick Advertising, New York, reported gross income of $18,000,000 in 1982 on billings of $120,000,000. Its gross income in 1981 was $16,200,000 on billings of $104,000,000.

The agency's 1982 volume consisted of $81,000,000 in media, $6,000,000 in materials and services and $33,000,000 in capitalized fees. Its 1981 U.S. volume consisted of $70,800,000 in media, $5,200,000 in materials and services and $28,000,000 in capitalized fees.

Included in the agency's figures are the billings and income of a subsidiary, Chapman, Warwick, which is based in San Diego.

In 1982, the agency gained additional assignments from Schering-Plough Corp., including several Maybelline products; Coppertone sunscreen; Regutol laxative, and St. Joseph's aspirin-free tablets for adults. From U.S. Tobacco, it added Weyman & Bruton chewing tobacco and new Skoal Bandits smokeless tobacco.

It lost no accounts.

Billings breakdown: Newspapers 5%, magazines 40%, radio 5%, network tv 30%, spot tv 10%, cable tv 1%, outdoor 2%, business papers 2%, other 5%.

The agency has 270 employes in two U.S. offices; a year ago it had 260 employes in two offices.

Top execs: John P. Warwick, chairman-ceo; John V. Chervokas, vice-chairman and chief creative officer; Wilder D. Baker, president-coo; James R. Driscoll, executive vp-client service; John J. Meskill, exec vp-media and administration; D. Kyle Felt, group senior vp-client service; Jerry Prestombu.go, group senior vp-creative director; William R. Christgau Jr., senior vp-finance.

Phone: (212) 751-4700.

Wells, Rich, Greene

Gross Income	1982	1981
U.S.	$77,592,000	$63,979,000
International	1,419,000	1,238,000
Total	$79,011,000	$65,217,000

Wells, Rich, Greene, New York, reported gross income of $79,011,000 in 1982 on billings of $527,003,000. Its gross income in 1981 was $65,217,000 on billings of $434,997,000.

The agency's 1982 U.S. volume of $517,538,000 consisted of $390,775,000 in media, $50,379,000 in materials and services and $76,384,000 in capitalized fees. Its 1981 U.S. volume of $426,740,000 consisted of $305,532,000 in media, $40,534,000 in materials and services and $80,674,000 in capitalized fees.

The agency's 1982 overseas volume of $9,465,000 consisted of $6,837,000 in media, $1,207,000 in materials and services and $1,421,000 in capitalized fees. Its 1981 foreign volume of $8,257,000 consisted of $5,388,000 in media, $1,201,000 in materials and services and $1,848,000 in capitalized fees.

Included in the agency's figures are the billings and income of a U.S. subsidiary, Gardner Advertising, St. Louis. Gardner's subsidiaries include Advanswers, Vangard, Westgate, Paul Schulman Co. and Gardner 2.

In 1982, WRG gained Atari (preschool video products); Procter & Gamble's Gain laundry detergent, Banner toilet tissue and Merit paper towels; Pan American World Airways, billing $35,000,000, from Doyle Dane Bernbach, and Max Factor-Orlane.

It lost Bic Pen Corp., billing $10,000,000, to Slater, Hanft, Martin, and J.C. Penney Financial Services, billing $10,000,000, to N W Ayer Inc.

Overseas, the agency gained Pan Am and MaxFactor/Orlane. It did not indicate any overseas losses.

Gardner gained no new accounts, but lost Revere Copper & Brass. WRG billings breakdown: Newspapers 21%, magazines 10%, radio 6%, network tv 43%, spot tv 17%, outdoor 3%. For Gardner, billings breakdown was: Newspapers 6%, magazines 12%, radio 9%, network tv 52%, spot tv 19% and outdoor 2%.

WRG has 720 employes in five offices, including 704 in four U.S. offices; a year ago it had 676 in seven offices, including 662 in six U.S. offices. Gardner has 208 employes in three U.S. offices; a year ago it had 277 in four offices.

Top WRG execs: Mary Wells Lawrence, chairman; Charlie Moss, vice-chairman; Frederick L. Jacobs, vice-chairman and secretary; Ken Olshan, chairman-ceo, WRG/Worldwide, and William Luceno, president, WRG/Worldwide.

Phone (WRG): (212) 758-4300.

Gardner is headed by C. Kelly O'Neill, president.

Phone (Gardner): (314) 444-2000.

Wunderman, Ricotta & Kline

Gross Income	1982	1981
U.S.	$17,218,000	$15,854,000
International	6,622,000	7,747,000
Total	$23,840,000	$23,601,000

Wunderman, Ricotta & Kline, New York, direct response subsidiary of Young & Rubicam, reported gross income of $23,840,000 in 1982 on estimated billings of $159,000,000. Its gross income in 1981 was $23,601,000 on estimated billings of $157,420,000.

The agency's U.S. volume is estimated at $115,000,000 in 1982 and $105,747,000 in 1981. The agency's overseas volume is estimated at $44,000,000 in 1982 and $51,673,000 in 1981.

In 1982, the agency gained American Telephone & Telegraph (consumer products division special projects); Pan American World Airways; Rodale Press (magazine promotions); Sony (special projects), and Lincoln-Mercury (special projects).

It did not indicate any U.S. losses.

Overseas, the agency gained nearly 50 accounts, including Colby Engineering in Australia; *Wall Street Journal*, Belgium; Continental Insurance, Canada; Sothebys, England; Atari, France; BMW, Germany; Post, Holland, and Rank Xerox, Sweden. Overseas losses included Permanent Pantry, Australia, Tuborg, Belgium; Corral-Moutenay, England; K-tel, Germany, and City Courear, Holland.

Billings breakdown: Newspapers 30%, magazines 23.3%, supplements 6.2%, radio 1.1%, network tv 0.8%, spot tv 23.8%, outdoor 0.1%, direct mail 11.9%, other 2.8%.

The agency has 381 employes in 15 offices, including 249 in three U.S. offices; a year ago it had 374 employes in 13 offices, including 239 in two U.S. offices.

Top execs: Lester Wunderman, chairman-ceo; execs vps James M. Stetler, Gary T. Andrews, Ray Dempsey and Thomas Knowlton, and senior vp Anthony Bossone.

Phone: (212) 909-0100.

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Gross income over $15,000,000

Young & Rubicam

Gross Income	1982	1981
U.S.	$246,692,000	$222,574,000
International ..	129,873,000	127,375,000
Total	$376,565,000	$349,949,000

Young & Rubicam, New York, reported gross income of $376,565,000 in 1982 on billings of $2,511,689,000. Its gross income in 1981 was $349,949,000 on billings of $2,334,160,000.

The agency's 1982 U.S. volume was estimated at $1,645,435,000. That figure is estimated to have consisted of $1,150,000,000 in media, $300,000,000 in materials and services and $195,435,000 in capitalized fees. Its 1981 U.S. volume is estimated at $1,490,000,000. That figure is estimated to have included $990,000,000 in media, $290,000,000 in materials and services and $210,000,000 in capitalized fees.

The agency's overseas volume was estimated at $866,254,000 in 1982 and $865,000,000 in 1981.

Included in the agency's figures are the billings and income of the following subsidiaries: Hutchins/Y&R; Sive Associates; Y&R/Zemp; Creswell Munsell, Fultz & Zirbel; Brewer Advertising; Rives, Smith, Baldwin & Carkberg; Marsteller Inc. (including Burson-Marsteller and Marsteller Advertising); Caro Johnson Inc.; Cato Yasamura Behaegel (CYB); Young & Rubicam Special Markets; Chapman Direct Marketing; Stone & Adler; Sudler & Hennessey, and Wunderman, Ricotta & Kline.

In 1982, the agency gained: AT&T "Let's Talk," AT&T Calling Card and AT&T gift certificate, with combined billings over $12,000,000; Hallmark, billing $16,000,000; Canada Dry, billing $8,000,000; Del Monte; Suzuki; Gillette Right Guard; billing $12,000,000, and Japan Air Lines, billing $2,500,000.

It lost Miller Special Reserve beer, a test brand, and Kenner Toys, billing $10,000,000.

Overseas, the agency gained Du Pont in Brazil and Europe; Procter & Gamble, Malaysia and Hong Kong; Kentucky Fried Chicken in the United Kingdom, Germany, Mexico, Puerto Rico and South America; Atari, Holland and Chile; Gervais Dannone, Germany, Italy and France; Suchard, France, Australia and Argentina, and Johnson & Johnson, Argentina, Brazil, France, Italy.

It lost Talbot in France, Germany, Italy, Holland, Switzerland and Denmark; Tuborg, Denmark, and Eckes in Germany.

Billings breakdown: Newspapers 9%, magazines 14.5%, supplements 1%, radio 4.4%, network tv 38.2%, spot tv 18.5%, cable tv 1.8%, outdoor 0.9%, business papers 5.1%, farm publications 0.8%, transit advertising 0.3%, point of sale 1.5%, direct mail 1.5%, other 4%.

The agency has 7,025 employes in 140 offices, including 4,086 in 40 U.S. offices; a year ago it had 6,861 in 126 offices, including 3,957 in 35 U.S. offices.

Top execs: Edward Ney, chairman-ceo; Alexander Kroll, president-coo; Jean-Claude Boulet, senior vp-Y&R International Division; Harold Burson, exec vp, chairman and ceo, Burson-Marsteller; Richard C. Christian, exec vp, chairman & ceo, Marsteller Inc.; Joseph E. De Deo, exec vp, Y&R International division; George C. Deecken, exec vp, chief financial officer & treasurer; Peter A. Georgescu, president, Y&R International; Robert A. Jelinek, exec vp, general counsel & secretary; Arthur Stein, exec vp, director of corporate marketing, and John J. McNamara, president, Y&R USA.

Phone: (212) 210-3000.

Agencies: $5 million to $15 million

AC&R Advertising

Gross Income	1982	1981
U.S.	$10,532,000	$8,540,000
International ..	576,000	898,000
Total	$11,108,000	$9,438,000

AC&R Advertising, New York, a Ted Bates & Co. subsidiary, reported gross income of $11,108,000 in 1982 on billings of $71,207,000. Its gross income in 1981 was $9,438,000 on billings of $64,466,000. Totals include international gross income of $576,000 in 1982 and $898,000 in 1982.

The agency's 1982 volume consisted of $54,100,000 in media, $11,413,000 in materials and services and $1,808,000 in capitalized fees. Its 1981 U.S. volume consisted of $41,354,000 in media, $12,667,000 in materials and services and $2,621,000 in capitalized fees.

The agency's 1982 overseas volume of $3,886,000 consisted of $2,796,000 in media, $590,000 in materials and services and $500,000 in capitalized fees. Its 1981 foreign volume of $7,824,000 consisted of $5,246,000 in media, $1,451,000 in materials and services and $1,127,000 in capitalized fees.

In 1982, the agency gained: Lorus, DHL Worldwide Courier, Intech Systems, Miami Center Ltd., Jean LaSalle, Jaz Paris, Sci-Com Computers, Technotel, Trusthouse Forte Hotels, State of Maine, Westbury Hotels, Ruffini, Parallel Computers.

It lost Moulinex and Burlington Hosiery.

Billings breakdown: Newspapers 7.1%, magazines 26.2%, radio 2%, spot tv 59.3%, outdoor 0.1%, business papers 5.3%.

The agency has 180 employes in two offices including 175 in the U.S. office. A year ago, it had 178 employes in two offices, with 168 in the U.S.

Top execs: Stephen Rose, chairman; Alvin Chereskin, president; Louis Miano, exec vp-creative services; Kaz Kudo, exec vp-director of client services; Harry Koenig, exec vp-finance; Sheldon Marks, exec vp-account services.

Phone: (212) 685-2500.

Advertising to Women

Gross Income	1982	1981
U.S	$7,400,000	$7,200,000
Total	$7,400,000	$7,200,000

Advertising to Women, New York, reported gross income of $7,400,000 in 1982 on billings of $58,000,000. In 1981, it reported gross income of $7,200,000 on billings of $55,000,000.

The agency does not break out its volume.

In 1982, the agency gained Minnetonka Inc.

It reported no accounts lost.

Billings breakdown: Newspapers 1%, magazines 9%, radio 2%, network tv 74%, spot tv 13%, cable tv 1%.

The agency has 89 employes; a year ago it had 94.

Top execs: John L. Ernst, chairman; Lois Geraci Ernst, president.

Phone: (212) 688-4675.

Altschiller Reitzfeld Solin/NCK

Gross Income	1982	1981
U.S.	$5,199,600	$4,944,000
Total	$5,199,600	$4,944,000

Altschiller, Reitzfeld, Solin/NCK, New York, reported gross income of $5,199,600 in 1982 on billings of $42,972,00. Its gross income in 1981 was $4,944,000 on billings of $39,240,000.

The agency's 1982 volume consisted of $33,095,000 in media, $2,475,000 in materials and services and $7,402,000 in capitalized fees. Its 1981 U.S. volume consisted of $29,035,000 in media, $2,354,400 in materials and services and $7,850,000 in capitalized fees.

In 1982, the agency gained Georgia-Pacific's Mr. Big paper towels, napkins and bath tissue; Commerce Drug's Propa pH and Orajel and Pfizer's new products.

It lost Group W Cable.

Billings breakdown: Newspapers 5%, magazines 15%, radio 2%, network tv 20%, spot tv 55%, other 3%.

The agency has 53 employes; a year ago it had 51.

Top exec: Darrol Solin, president.
Phone: (212) 586-1400.

Ammirati & Puris

Gross Income	1982	1981
U.S.	$6,900,000	$6,000,000
Total	$6,900,000	$6,000,000

Ammirati & Puris, New York, reported gross income of $6,900,000 in 1982 on billings of $46,000,000. Its gross income in 1981 was $6,000,000 on billings of $40,000,000.

The agency's 1982 volume consisted of $41,000,000 in media and $5,000,000 in materials and services. Its 1981 U.S. volume consisted of $33,500,000 in media, $4,500,000 in materials and services and $2,000,000 in capitalized fees.

In 1982, the agency gained Sony Audio and *Business Times.*

It reported no account losses.

Billings breakdown: Newspapers 9%, magazines 40%, radio 5%, network tv 10%, spot tv 33%, cable tv 2%, outdoor 1%.

The agency has 84 employes in two offices; a year ago it had 70.

Top execs: Ralph Ammirati, chairman; Martin Puris, president; Clayton Wilhite and Ted Hazard, exec vps; Art Molesphini and Robert Burden, senior vps.

Phone: (212) 752-8500.

Arnold & Co.

Gross Income	1982	1981
U.S.	$7,598,627	$6,405,312
Total	$7,598,627	$6,405,312

Arnold & Co., Boston, reported gross income of $7,598,627 in 1982 on billings of $50,682,842. Its gross income in 1981 was $6,405,312 on billings of $42,756,875.

The agency did not break out its volume for either year. In 1982, it reported $12,673,000 in capitalized fees. In 1981, it reported $5,142,350 in capitalized fees.

Included in the agency's figures are the billings and income of the following U.S. subsidiaries: Marketing Department and Madison/North.

In 1982, the agency gained the following accounts: Boston Breakers, Docktor Pet, New England Aquarium, State Line Potato Chip Co., France America, Charles River Breeding Laboratories, Combined Jewish Philanthropies, Mutual Bank for Savings, First Federal Savings & Loan, Sheraton Smithtown, Sheraton Sturbridge and Wilmington Hilton Inn.

It lost Bradlee's, First American Bank, Patriot Bank and Nashua Corp. graphics division.

Billings breakdown: Newspapers 9%, magazines 2%, radio 10%, network tv 2%, spot tv 48%, cable tv 1%, outdoor 1%, business papers 9%, direct mail 1%, other 17%.

The agency has 196 employes in seven offices; a year ago it had 150 in six offices.

Top execs: Arnold Z. Rosoff, chairman; Gerald Golden, president; Wilson Seibert and Guy Conrad, exec vps; Leonard Karsakov, Lionel LeBlanc, Larry Green, Marie Kachinski, Jack Cantwell and Jeffrey Wheeler, senior vps.

Phone: (617) 357-1900.

Avrett, Free & Ginsberg

Gross Income	1982	1981
U.S.	$8,310,570	$7,487,000
Total	$8,310,570	$7,487,000

Avrett, Free & Ginsberg, New York, formerly Avrett, Free & Fischer, reported gross income of $8,310,570 in 1982 on billings of $74,849,000. Its gross income in 1981 was $7,487,000 on billings of $67,431,500.

The name change reflects the departure of Keith Fischer to D'Arcy-MacManus & Masius and the promotion of Frank Ginsberg to senior exec vp in 1982.

The agency's 1982 volume consisted of $60,627,000 in media, $8,105,000 in materials and services and $6,117,000 in capitalized fees. Its 1981 U.S. volume consisted of $54,800,000 in media, $6,295,000 in materials and services and $6,336,500 in capitalized fees.

In 1982, the agency gained Ralston Purina's Waffelos cereal and new cereal products, and dog food; Ogden Foods' Hollywood salad dressing; Barq's Root Beer; Lehn & Fink's Lysol pine action cleaner; Carter-Wallace's BrethGard; Schmid Laboratories' Ramses Extra & Feminique.

It lost Abbott Laboratories, Leisure Dynamics, DeLorean.

Billings breakdown: Newspapers 5%, magazines 11%, supplements 4%, radio 6%, network tv 20%, spot tv 52%, business papers 2%.

The agency has 78 employes; a year ago it had 89.

Top execs: John Avrett, chairman-ceo; Marcella Free, co-chairman; Frank Ginsberg, senior exec vp-creative director; Hal Altman, exec vp-creative; John LaRock, senior vp-creative; Ron Thomas, Don Bandman and Sheldon Holzer, exec vps-account services; Jose Abarquez, senior vp-finance; Sue Costa, senior vp-administration.

Phone: (212) 832-3800.

BDA/BBDO

Gross Income	1982	1981
U.S.	$7,726,452	$6,895,397
Total	$7,726,452	$6,895,397

BDA/BBDO, Atlanta (Burke Dowling Adams before becoming a BBDO subsidiary), reported gross income of $7,726,452 in 1982 on billings of $51,509,680. Its gross income in 1981 was $6,895,397 on billings of $45,969,313.

The agency's 1982 volume consisted of $44,354,300 in media, $3,459,620 in materials and services and $3,695,760 in capitalized fees. Its 1981 U.S. volume consisted of $38,425,553 in media, $3,433,367 in materials and services and $4,110,393 in capitalized fees.

In 1982, the agency gained Alamo Rent A Car, Broward County Tourist Development Council, Lake Lanier Islands Authority, Ransome Airlines.

It did not lose any accounts.

Billings breakdown: Newspapers 48.4%, magazines 7.3%, radio 19.1%, spot tv 16.6%, outdoor 8.6%.

The agency has 87 employes; a year ago it had 84.

Top exec: F. Glenn Verrill, president.

Phone: (404) 231-1700.

Barnum Communications

Gross Income	1982	1981
U.S.	$6,121,000	$4,610,950
Total	$6,121,000	$4,610,950

Barnum Communications, New York, reported gross income of $6,121,000 in 1982 on billings of $40,292,000. Its gross income in 1981 was $4,610,950 on billings of $30,343,000.

The healthcare agency's 1982 volume consisted of $13,800,000 in media, $2,967,000 in materials and services and $23,525,000 in capitalized fees. Its 1981 U.S. volume consisted of $8,900,000 in media, $2,300,000 in materials and services and $19,143,000 in capitalized fees.

Included in the agency's figures are the billings and income of the following U.S. subsidiaries: Tyree & Gardner, The Barnum Group and Barnum/Secunda Associates.

In 1982, the agency gained Bio Products ophthalmic division, Bio Design and Charter Medical. It reported no account losses.

Billings breakdown: Newspapers 8%, magazines 60%, radio 2%, network tv 9%, spot tv 11%, direct mail 10%.

The agency has 80 employes in eight offices; a year ago, it had 70 employes.

Top execs: H.J. Barnum Jr., chairman; Carroll H. Walter, president; Dorothy M. Philips, exec vp; John Woodcock and Renton Bond, senior vps; Eugene Secunda, president, Barnum/Secunda.

Phone: (212) 221-7363.

Beber Silverstein & Partners

Gross Income*	1982	1981
U.S.	$5,500,000	$3,330,000
Total	5,500,000	3,330,000

*AA estimate

Beber Silverstein & Partners, Miami, had estimated gross income of $5,500,000 in 1982 on billings of $35,000,000. Its gross income for 1981 was estimated at $3,330,000 on billings of $21,860,000.

The agency's 1982 volume consisted of $30,000,000 in media, $2,000,000 in materials and services and $3,000,000 in capitalized fees. Its 1981 U.S. volume consisted of $18,000,000 in media, $2,000,000 in materials and services and $1,860,000 in capitalized fees.

In 1982, the agency gained Biscayne Federal Savings & Loan Assn., Harley Hotel Chain, National Educational Assn., National Organization for Women, Park Shore Towers, Williams Island.

It lost American S&L Assn.

Billings breakdown: Newspapers 22%, magazines 17%, supplements 2%, radio 7%, network tv 20%, spot tv 26%, outdoor 3%, business papers 3%.

The agency has 50 employes in two offices; a year ago it had 40.

Top execs: Joyce Beber, president; Elaine Silverstein, exec vp.

Phone: (305) 856-9800.

Robert A. Becker Inc.

Gross Income	1982	1981
U.S.	$5,021,000	$4,875,000
Total	$5,021,000	$4,875,000

Robert A. Becker Inc., New York, reported gross income of $5,021,000 in 1982 on billings of $33,500,000. Its gross income in 1981 was $4,875,000 on billings of $31,715,300.

The healthcare agency's 1982 volume consisted of $15,889,000 in media, $5,585,300 in materials and services and $12,025,700 in capitalized fees.

Its 1981 U.S. volume consisted of $15,502,000 in media, $4,837,700 in materials and services and $11,375,600 in capitalized fees.

In 1982, the agency gained Winthrop Laboratories and Berlex Laboratories.

It lost Sandoz Pharmaceuticals.

Billings breakdown: Magazines (medical journals) 73.7%, radio 0.3%, point of sale 15.1% and direct mail 10.9%.

The agency has 75 employes; a year ago it had 85.

Top execs: Robert A. Becker, president; Joel Lauber, Edward Maitland, Norman Franklin, David Charney and Ray Perry, senior vps.

Phone: (212) 922-1000.

Brouillard Communications

Gross Income	1982	1981
U.S.	$7,290,932	$6,109,812
Total	$7,290,932	$6,109,812

Brouillard Communications, New York, a division of J. Walter Thompson Co. that specializes in corporate communications, reported gross income of $7,290,932 in 1982 on billings of $48,914,339. Its gross income in 1981 was $6,109,812 on billings of $40,645,106.

The agency's 1982 volume consisted of $34,109,011 in media, $6,295,882 in materials and services and $8,509,446 in capitalized fees. Its 1981 U.S. volume consisted of $29,273,129 in media, $5,159,566 in materials and services and

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PORTRAIT:
L.A.'s not-really-an-agency agency

By Jennifer Pendleton

On a recent evening here, Janet Marie Carlson, Emily Corey and Mary Ellen Dockery returned to their offices dead tired, but with work left to do. They gave themselves five minutes: If ideas didn't start flowing by that time, they vowed they'd go home.

Five minutes passed. And they didn't go home. The three women sat down, and after a session of "screaming and yelling, ranting and raving and throwing out everything we could think of," inspiration struck.

Such is a creative session at the Challenge Unit, one of the latest additions to the Southern California advertising scene and an ad agency whose founder and creative guru, Janet Marie Carlson, doesn't like to think of it as an ad agency at all.

Ms. Carlson describes the Challenge Unit as a "creative-intensive and cost-effective alternative to advertising agencies." Like any agency, the Challenge Unit exists to develop advertising strategies and communications campaigns, she says. But unlike most ad agencies, it goes about its business in an atypical way—both in the physical setting in which strategies and ads are created and in the way in which it is compensated.

The Challenge Unit definitely looks different from most ad agencies. It sits on a corner in the design quarter of West Hollywood—a neighborhood of posh eateries and the offices of testy interior decorators.

There are no signs on its exterior announcing what it is; its elliptical shaped office, which was once the site of an antique dealership, is recessed below street level, encircled by a series of windows that provide its inhabitants with a panoramic view of the streets on either side.

Once again, Ms. Carlson is hoping for a "think shop, a new type of agency."

Inside the office, Ms. Carlson and her staff sit at desks facing each other. There aren't any partitions or dividers between the members of the staff. The arrangement is intentional; it's a setup Ms. Carlson believes fosters creativity by breaking down the barriers between staff members. A fluffy white poodle named Paddington Bear has free reign.

Free reign is important to Ms. Carlson, and this isn't the first time she's set up shop with the hope of establishing something new and different in advertising. Until 1969, she was with Erwin Wasey, Los Angeles, where she was a vp and a member of Interpublic Group of Cos.' creative new product workshop (called, incidentally, the Challenge Unit).

She left the shop to set up her own agency with fellow Erwin Wasey creative Israel Liebowitz and Taylor Rhodes, who was then creative supervisor with Carson/Roberts. They formed Carlson, Liebowitz & Rhodes (now Carlson, Liebowitz & Olshever), describing it at that time as a "think shop, a new type of agency."

It, like Ms. Carlson's current Challenge Unit, operated on a fee basis with a retainer, a move that it hoped would counteract one of the alleged failings of traditional ad agencies—that they often promote the use of inappropriate media for clients because they are paid on the basis of media billings.

Carlson, Liebowitz & Rhodes had to change the way it was paid shortly after it started business, when its first clients insisted on continuing with the traditional method of agency compensation. Ms. Carlson is optimistic that today—as media costs continue to escalate—clients will be more receptive to the idea.

An overdependence upon research, says Ms. Carlson, must take a large part of the blame for a decline in the quality of advertising during the past 10 years.

"The 1960s and the 1970s were creative," she says, "then what happened to ad agencies is that they made research departments [into] gods.

"What has happened at agencies," in Ms. Carlson's view, is that "creatives are experiencing a growth in frustration. There is a focusing on bottom-line profit as opposed to the creative product and the creative process."

That is not the case at the Challenge Unit, Ms. Carlson says. Here, she claims, every staff member brings his or her full creative energies to projects, unshackled by the constraints of research, free from the dictates of account executives, who Ms. Carlson believes function as "go-fers" for clients.

Today, the Challenge Unit is small, with only six fulltime and two part-time employes and three clients. Of course, Ms. Carlson hopes it will grow. But she also hopes growth will not mean an end to the current atmosphere and operational methods.

"I think we can sustain it," says Ms. Carlson optimistically. "The persons who will join us will care enough about the creative process."

Dear Bloomies.
jôna

L.A.'s not-really-an-agency agency proposes some alternatives.

$$6,212,411 in capitalized fees.

In 1982, the agency gained Aurea Jewelry Creations, Ferragamo USA, MidCon Corp. and NEAR Inc.

It lost Eaton materials handling division, National Fuel Gas Co., Selchow & Righter and Six Flags Corp.

Billings breakdown: Newspapers 19%, magazines 25%, supplements 9%, radio 3%, network tv 36%, spot tv 7%, other 1%.

The agency has 100 employes in two offices; a year ago it had 96.

Top execs: Joseph Brouillard, president; James H. Foster, exec vp-general manager; Irene A. Hansen, senior vp-administration/agency services; Richard H. Eyman, Walter F. Guarino and Henry W. Rissmeyer, senior vps-account management; Richard E. Evans, senior vp-creative; Leonid Pratt, senior vp-media; Betsy Halpern, senior vp-pr.

Phone: (212) 210-8000.

Earle Palmer Brown & Associates

Gross Income	1982	1981
U.S.	$5,607,904	$3,675,000
Total ...	$5,607,904	$3,675,000

Earle Palmer Brown & Associates, Bethesda, Md., reported gross income of $5,607,904 in 1982 on billings of $39,268,423. Its gross income in 1981 was $3,675,000 on billings of $26,726,313.

The agency's 1982 volume consisted of $21,831,046 in media, $6,182,338 in materials and services and $11,255,039 in capitalized fees. Its 1981 U.S. volume consisted of $15,412,815 in media, $2,732,856 in materials and services and $8,580,642 in capitalized fees.

Included in the agency's figures are the billings and income of the following subsidiaries: Brown Design Communications, EPB/Public Affairs Group, MarketSearch, Yolton Brown Direct Response and Brown Retail Group.

In 1982, the agency gained: American Florist Marketing Council, GEICO, Marriott Corp., Rouse Co. (Columbia), Knightsbridge Development, Cathedral Corp., Brick Institute of America, ACEC, State of Maryland Tourist Development, Watergate Hotel Corp., American Health Care Assn., Rust-Jackson Cross, Amtrak, General Electric Information Services.

It lost Duron Paint and Office Furniture Mart.

Billings breakdown: Newspapers 27%, magazines 11%, supplements 3%, radio 21%, network tv 4%, spot tv 26%, outdoor 1%, transit advertising 1%, point of sale 1%, direct mail 5%.

The agency has 125 employes in two offices; a year ago it had 105 in one office.

Top execs: Earle Palmer Brown, chairman; Jeremy E. Brown, president; Mark Goldstein, exec vp-creative director; Gerry Grosso, senior vp-director of client services; Sally E. McHugh, senior vp-finance/administration; Ernest R. Anderson, senior vp.

Phone: (301) 986-0510.

Cadwell Davis Partners

Gross Income	1982	1981
U.S.	$5,366,000	$3,360,000
Total	$5,366,000	$3,360,000

Cadwell Davis Partners, New York, reported gross income of $5,366,000 in 1982 on billings of $43,470,000. Its gross income in 1981 was $3,360,000 on billings of $28,980,000.

The agency's 1982 volume consisted of $33,538,000 in media and $7,632,000 in capitalized fees. Its 1981 U.S. volume consisted of $23,178,000 in media and $5,802,000 in capitalized fees.

Included in the agency's figures are the billings and income of a U.S. subsidiary, Market Package.

In 1982, the agency gained Champs D'Ore, Thorn/EMI, McNeil Consumer Products Co., Baby Products Co., Ortho Pharmaceutical Corp., Keyes Fibre and Shulton division of American Cyanamid.

It reported no account losses.

Billings breakdown: Newspapers 2%, magazines 16%, radio 4%, network tv 70%, spot tv 7%, outdoor 1%.

The agency has 58 employes; a year ago it had 30.

Top execs: Franchellie Cadwell, president; Herman Davis, exec vp-creative director; Jeffrey Zeiler and Lois Underhill, senior vps-group directors.

Phone: (212) 350-1500.

Calet, Hirsch, Kurnit & Spector

Gross Income	1982	1981
U.S.	$8,800,000	$8,500,000
Total	$8,800,000	$8,500,000

Calet, Hirsch, Kurnit & Spector, New York, reported gross income of $8,800,000 in 1982 on billings of $78,000,000. Its gross income in 1981 was $8,500,000 on billings of $70,000,000.

The agency's 1982 volume consisted of $52,000,000 in media, $9,500,000 in materials and services and $16,500,000 in capitalized fees. Its 1981 volume consisted of $50,000,000 in media, $7,000,000 in materials and services and $13,000,000 in capitalized fees.

In 1982, the agency gained Parfums Stern's Oscar de la Renta fragrance and skincare lines.

It lost Simon & Schuster's Pocket Book division.

Billings breakdown: Newspapers 8%, magazines 26%, radio 6%, network tv 25%, spot tv 25%, cable tv 1%, outdoor 6%, business papers 1%, transit advertising 1%, point of sale 1%.

The agency has 170 employes; a year ago it had 160.

Top execs: Shepard Kurnit, chairman; Larry Spector, president-ceo; Neil Calet and Peter Hirsch, exec vp-creative directors; Stan Gerber and Colin Probert, exec vps-management representatives; Lester Goldstein, senior vp-general operations manager; Marty Lipsitt, senior vp-creative director; Robert Petizon, senior vp-director of media/programing; Michael Withers, senior vp-associate creative director.

Phone: (212) 489-7300.

Cato Johnson

Gross Income	1982	1981
U.S.	$9,521,594	$8,503,140
Total	$9,521,594	$8,503,140

Cato Johnson, New York, a subsidiary of Young & Rubicam, reported gross income of $9,521,594 in 1982 on billings of $63,330,102. Its gross income in 1981 was $8,503,140 on billings of $57,111,572.

The agency's 1982 volume consisted of $17,793,667 in media, $13,145,662 in materials and services and $32,390,773 in capitalized fees. Its 1981 U.S. volume consisted of $13,750,000 in media, $12,836,070 in materials and services and $30,525,502 in capitalized fees.

In 1982, the agency gained Abu Garcia, Anderson Clayton, Monsanto, Computer Associates, Hearst Publications.

It lost *Family Weekly*.

Billings breakdown: Newspapers 48%, magazines 1%, radio 10%, spot tv 1%, business papers 12%, other 28%.

The agency has 165 employes in four offices; a year ago, it had 160.

Top execs: J.M. Cato, chairman; A.C. Dalton, president-ceo; D.J. Werner, treasurer.

Phone: (212) 210-5595.

Chiat/Day

Gross Income	1982	1981
U.S.	$14,263,549	$13,646,412
Total	$14,263,549	$13,646,412

Chiat/Day, Los Angeles, reported gross income of $14,263,549 and net income of $2,168,059 in 1982 on billings of $135,843,325. In 1981, its gross income was $13,646,412 and net income was $2,120,000 on billings of $125,355,707.

The agency's 1982 volume consisted of $81,505,995 in media, $19,697,279 in materials and services and $34,640,051 in capitalized fees. Its 1981 volume consisted of $76,679,821 in media, $17,777,317 in materials and services and $30,898,569 in capitalized fees.

Chiat/Day has subsidiaries in Seattle, San Francisco and New York.

In 1982, the agency gained New York Air, Carnation Co.'s Health & Nutrition Centers, Fruitcrest Corp., Post House's Smith & Wollensky, Harrah's Hotels & Casinos.

It lost New York Air.

Billings breakdown: Newspapers 10%, magazines 37%, radio 11%, network tv 20%, spot tv 17%, cable tv 2%, outdoor 2%, farm publications 1%.

The agency has 320 employes in four U.S. offices; a year ago, it had 262.

Top execs: Montgomery N. McKinney, chairman; Jay Chiat, president-ceo; Guy Day, director-western operations; Lee Clow, exec vp-creative director; Gene Cameron, senior vp-client services; Tom Patty, senior vp-operations; Fred Goldberg, senior vp-account management; Joe Palladino, senior vp-director of account services; Roger Livingston, president, Chiat/Day/Livingston.

Phone: (213) 622-7454.

Cole & Weber

Gross Income	1982	1981
U.S.	$11,957,047	$11,442,224
Total	$11,957,047	$11,442,224

Cole & Weber, Seattle, reported gross income of $11,957,047 in 1982 on billings of $81,206,498. Its gross income in 1981 was $11,442,224 on billings of $79,218,777.

The agency's 1982 volume consisted of $53,359,399 in media, $9,154,711 in materials and services and $18,692,388 in capitalized fees. Its 1981 U.S. volume consisted of $48,525,911 in media, $10,656,766 in materials and services and $20,036,100 in capitalized fees.

In 1982 the agency gained Central Park, Emu Villa's Restaurants, Roman Meal, Nintendo, Taco Bell of Washington, Group Health, Carl's Furniture, Les Boulangers Associe, Boettcher & Co., City of Oakland image campaign, Indian Wells Villa, Carter Hawley Hale, Pacific Express, Alameda Country Fair, TMC Vacation Sales, Penterra Realty, Maddox, Kaiser Permante.

It lost Ford Industries, Komatsu America, Lynn-Aire Energy Products, Oregon State Fair, Brittania Sportswear, Columbian Optical, Christy Realty, Pacific Express.

Billings breakdown: Newspapers 23%, magazines 17%, radio 16%, network tv 7%, spot tv 11%, outdoor 4%, business papers 20%, other 2%.

The agency has 187 employes in four offices; a year ago it had 219.

Top execs: Harold C. Dixon, chairman; Harold A. Newsom, president; Leonard L. Bartlett, vice-chairman; Richard G. Hadley, exec vp; James W. Schulz, senior vp-treasurer.

Phone: (206) 433-6200.

William Cook Advertising

Gross Income	1982	1981
U.S.*	$5,500,000	$4,600,000
Total	$5,500,000	$4,600,000

*AA estimate

William Cook Advertising, Jacksonville, Fla., is estimated to have had gross income of $5,500,000 in 1982 on billings of $36,308,294. Its gross income for 1981 was estimated at $4,600,000 on billings of $31,034,397.

The agency does not break out its volume.

In 1982, the agency gained Crutchfield Corp., Jacksonville T-Men and Corbel Co.

It lost WTLV and Jacksonville T-Men.

Billings breakdown: Newspapers 6%, magazines 5%, radio 4%, spot tv 82%, outdoor 2%, business papers 1%.

The agency has 104 employes in one office; a year ago, it had the same number.

Top execs: William Cook, chairman; Bernard C. Schramm Jr., president; J.

Gross income of $5,000,000 to $15,000,000

Carson Eddings, senior vp.
Phone: (904) 353-3911.

Cramer-Krasselt

Gross Income	1982	1981
U.S.	$6,350,000	$5,780,000
Total	$6,350,000	$5,780,000

Cramer-Krasselt, Milwaukee, reported gross income of $6,350,000 in 1982 on capitalized billings of $45,000,000. Its gross income in 1981 was $5,780,000 on capitalized billings of $41,000,000.

The agency did not break out its volume for either year.

Included in the agency's figures are the billings and income of the following U.S. subsidiaries: Cramer-Krasselt, Milwaukee; Cramer-Krasselt, Chicago; Cramer-Krasselt/Direct; Cramer-Krasselt/Southwest.

In 1982, the agency gained Briggs & Stratton Corp., Chicagoland Culligan Dealers, Salt River Project, Damart Thermawear; Yamaha Motor Corp. USA's marine division, Wausau Management Systems, First Interstate Bank of Albuquerque, Amoco Motor Club, Refco Inc.

It lost LCN Closures, Evinrude Motors and Crestline.

Billings breakdown: Newspapers 9%, magazines 22%, radio 4%, network tv 18%, spot tv 28%, outdoor 1%, business papers 7.5%, direct mail 10.5%.

The agency has 109 employes in three offices; a year ago it had 102.

Top execs: Robert L. Christiansen, chairman-ceo; C. Ross Littig Jr., vice-chairman; Theodore J. Wing, president-coo; Peter G. Krivkovich, president, Cramer-Krasselt/Chicago; Bruce H. Cole, president, Cramer-Krasselt/Southwest; Paul S. Counsell, exec vp-general manager, Cramer-Krasselt; Rolf G. Normann, exec vp, Cramer-Krasselt/Chicago; William D. Faude, senior vp-secretary; Robert J. Bradley, controller.

Phone: (414) 276-3500.

Creswell, Munsell, Fultz & Zirbel

Gross Income	1982	1981
U.S.	$6,565,000	$6,375,000
Total	$6,565,000	$6,375,000

Creswell, Munsell, Fultz & Zirbel, Cedar Rapids, Ia., a Young & Rubicam company, reported gross income of $6,565,000 in 1982 on billings of $43,800,000. Its gross income in 1981 was $6,375,000 on billings of $42,521,000.

The agency did not break out its volume for 1982 or 1981.

In 1982, the agency gained Ryko Mfg., Professional Office Services, Vigortone Ag Products, Takisawa Machine Tool USA, Pro Rodeo Enterprises, Iowa Public Television, Elanco Products (Sonalan), Cornell College, Episcopal Diocese of Iowa, Hawkeye Rebounders Ltd., Mercy Hospital Medical Center, Microbial Genetics division of Pioneer Hi-Bred International, Pioneer Overseas Corp., St. Luke's Methodist Hospital and Winnebago Industries.

It lost Dial Financial Corp.

Billings breakdown: Newspapers 2%, magazines 1%, radio 9%, spot tv 26%, cable tv 1%, outdoor 1%, business papers 4%, farm publications 23%, other (sales promotion, collateral, design, public relations, sales training), 33%.

The agency has 136 employes in two U.S. offices; a year ago it had 140.

Top execs: E. William Munsell, chairman-exec vp, Y&R USA; Richard D. Meyocks, president-ceo; William J. Fultz, exec vp-managing director, Des Moines; Richard F. Mayes, senior vp-pr division.

Phone: (319) 395-6500.

Davis, Johnson, Mogul & Colombatto

Gross Income	1982	1981
U.S.	$9,004,000	$6,080,000
Total	$9,004,000	$6,080,000

Davis, Johnson, Mogul & Colombatto, Los Angeles, reported gross income of $9,004,000 in 1982 on billings of $60,030,000. Its gross income in 1981 was $6,080,000 on billings of $38,000,000.

The agency's 1982 volume consisted of $47,170,000 in media, $7,720,000 in materials and services and $5,140,000 in capitalized fees. Its 1981 U.S. volume consisted of $30,040,000 in media, $5,300,000 in materials and services and $2,660,000 in capitalized fees.

In 1982, the agency gained Northern California Toyota Dealers Assn., Tomey Computers U.S.A. and Glendale Federal Savings.

It lost the San Francisco Giants.

Billings breakdown: Newspapers 14%, magazines 5%, radio 18%, network tv 1%, spot tv 50%, outdoor 5%, point of sale 3%, direct mail 1%, other 3%.

The agency has 160 employes in four offices; a year ago it had 150.

Top execs: Robert Davis and Robert J. Colombatto, presidents; Frank McKibbin, exec vp; Ron Kojis, Fred Wilson, John Turner, Mike Trueblood, senior vps-account services; Jim Clark, senior vp-management supervisor; Rick Lenat, senior vp-account management; Brad Ball, senior vp-creative director; Thomas Nipper, senior vp-finance & planning; Richard Sommers and Grant Keefer, senior vps-general managers.

Phone: (213) 383-3332.

Diener/Hauser/-Bates

Gross Income	1982	1981
U.S.	$12,563,000	$10,389,000
Total	$12,563,000	$10,389,000

Diener/Hauser/Bates, New York, a subsidiary of Ted Bates & Co., reported gross income of $12,563,000 in 1982 on billings of $101,364,000. Its gross income in 1981 was $10,389,000 on billings of $89,057,000.

The agency's 1982 volume consisted of $92,990,000 in media and $8,374,000 in materials and services. Its 1981 U.S. volume consisted of $81,307,000 in media and $7,750,000 in materials and services.

In 1982, the agency gained Merlin, Crazy Horse's Cabaret, DDL Foodshow, NBC Television Network, Cinecom Intl Film Co., The Almi Group.

It lost CBS-TV.

Billings breakdown: Newspapers 42%, magazines 4%, radio 3%, network tv 15%, spot tv 33%, outdoor 3%.

The agency has 200 employes in four offices; a year ago it had 166.

Top execs: Herbert Hauser, chairman; Henry Weintraub, president-coo; David Dember and Ed Brodkin, executive vps; Norman Trell, senior vp; Gene Cofsky, president, West Coast.

Phone: (212) 840-3300.

Direct Marketing Agency

Gross Income	1982	1981
U.S.	$8,000,000	$7,000,000
Total	$8,000,000	$7,000,000

Direct Marketing Agency, Stamford, Conn., reported gross income of $8,000,000 in 1982 on billings of $39,750,000. Its gross income in 1981 was $7,000,000 on billings of $34,600,000.

The agency's 1982 volume consisted of $500,000 in media, $1,900,000 in materials and services and $37,350,000 in capitalized fees. Its 1981 U.S. volume consisted of $300,000 in media, $1,800,000 in materials and services and $32,500,000 in capitalized fees.

In 1982, the agency gained Carbiner Inc., Champion International, Commercial Credit Corp., Pantene, Volvo of America Corp. and Wyeth Laboratories.

It did not lose any accounts.

Billings breakdown: Newspapers 5%, magazines 5%, radio 5%, direct mail 85%.

The agency has 53 employes; a year ago it had 46.

Top execs: Norman J. Suslock, chairman-president; Ira Wolff, exec vp; Robert J. McKeown, senior vp.

Phone: (203) 357-7895.

David W. Evans Inc.

Gross Income	1982	1981
U.S.	$10,575,000	$9,075,000
Total	$10,575,000	$9,075,000

David W. Evans Inc., Salt Lake City, reported gross income of $10,575,000 in 1982 on billings of $70,500,000. Its gross income in 1981 was $9,075,000 on billings of $60,500,000.

The agency's 1982 volume consisted of $35,000,000 in media, $12,166,667 in materials and services and $23,333,333 in capitalized fees. Its 1981 U.S. volume consisted of $30,500,000 in media, $10,000,000 in materials and services and $20,000,000 in capitalized fees.

Included in the agency's figures are the billings and income of its U.S. subsidiaries: Evans & Motta, Phoenix; David W. Evans Inc., Pittsburgh; Evans/Pacific, Seattle; David W. Evans/Pacific, Portland; David W. Evans/California, San Francisco; Evans/Weinberg, Los Angeles; Evans & Bartholomew, Denver; David W. Evans/Atlanta.

In 1982, the agency gained California Artichoke Advertising Board, California Kiwi Fruit Commission, Healthdyne Inc., Lowrey's Foods, Great Salt Lake Minerals, Samsonite, Wendy's (Denver), Great American Bank, Utah Industrial Development.

It lost Market Basket and National Turkey Federation.

Billings breakdown: Newspapers 16.5%, magazines 25%, radio 26%, network tv 2%, spot tv 27%, outdoor 3%, other .5%.

The agency has 213 employes in nine offices; a year ago it had 206 employes in eight offices.

Top execs: L. Glenn Snarr, ceo; G. Robert Ruff, president; Jon L. Johnson, Arthur Anderson and Richard Marsnall, senior vps.

Phone: (801) 364-7452.

Fahlgren & Ferriss

Gross Income	1982	1981
U.S.	$7,200,000	$7,550,000
Total	$7,200,000	$7,550,000

Fahlgren & Ferriss, Parkersburg, W. Va., reported gross income of $7,200,000 in 1982 on billings of $48,024,000. Its gross income in 1981 was $7,550,000 on billings of $50,360,000.

The agency's 1982 volume consisted of $24,509,000 in media, $4,665,000 in materials and services and $18,850,000 in capitalized fees. Its 1981 volume consisted of $24,675,000 in media, $4,850,000 in materials and services and $20,835,000 in capitalized fees.

In 1982, the agency gained West Virginia Coal Development Assn., McDonald's Restaurants, MACOM Co-Op, Toledo Chamber of Commerce, National Automotive Parts Assn., Genuine Parts Co., Blue Cross of Northern Ohio. It lost WVOK, Charleston Chevrolet Dealer Assn., Endicott Johnson.

Billings breakdown: Newspapers 6%, magazines 4%, radio 11%, network and spot tv 61%, outdoor 2%, business papers 14%, other 2%.

The agency has 150 employes in five offices. A year ago it had 165 in six offices.

Top execs: H. Smoot Fahlgren, president; Vincent J. Backley and James W. Swearingen, exec vps; William J. Farson, secretary-treasurer; Don Rice, Rodney B. Stegall and Tom Welly, senior vps.

Phone: (304) 424-3591.

Fletcher/Mayo/-Associates

Gross Income	1982	1981
U.S.	$5,622,000	$4,706,000
Total	$5,622,000	$4,706,000

Fletcher/Mayo/Associates, St. Joseph, Mo., reported gross income of $5,622,000 and net income of $796,000 in 1982 on billings of $51,328,000. Its gross income in 1981 was $4,706,000 and net income was $819,000 on billings of $42,285,000.

The agency's 1982 volume consisted of $10,693,000 in media, $4,170,000 in materials and services and $36,465,000 in capitalized fees. Its 1981 U.S. volume consisted of $7,813,000 in media, $3,903,000 in materials and services and $30,569,000 in capitalized fees.

In 1982, the agency gained: Brackett Inc., DeKalb-Pfizer Genetics, Dickey-John, Duncan Aviation, HBO & Co., International Harvester agricultural equipment, International-Hough, U-Select-It Corp.

It lost Agriplex, Miller Publishing, SmithKline and Stetson Hats.

Billings breakdown: Newspapers 9%, magazines 3%, radio 9%, spot tv 10%, outdoor 2%, business papers 14%, farm publications 32%, point of sale 9%, direct mail 2%, other 10%.

The agency has 150 employes in four offices. A year ago, it had 124 in two offices.

Top execs: R.W. Fletcher, president; G.R. Mayo, exec vp; J.L. Richie, senior vp-treasurer; G.E. Clement, H.P. Lammers and C.W. Teague, senior vps; D.D. Ballow, J.M. Fletcher and W.A. Fletcher, vps.

Phone: (816) 233-8261.

Geer, DuBois

Gross Income	1982	1981
U.S.	$9,000,000	$7,200,000
Total	$9,000,000	$7,200,000

Geer, DuBois, New York, reported gross income of $9,000,000 in 1982 on billings of $60,000,000. Its gross income in 1981 was $7,200,000 on billings of $48,240,000.

The agency does not break out its volume.

In 1982, the agency gained: E.F. Hutton national retail marketing division; Premiere Wine Merchants new products; Westmount Enterprises nonalcoholic beverages, IVECO Diesel Trucks, *People* magazine.

It lost: INA Insurance and Mercedes-Benz Trucks.

Billings breakdown: Newspapers 5%, magazines 40%, radio 15%, network tv 10%, spot tv 30%.

The agency has 125 employes in one office; a year ago it had 120 employes.

Top execs: Peter Geer, chairman; Richard S. Seclow, president; James R. Adair, senior vp-executive art director; John V. Allen, Fred A. Irwin, Doria Steedman, senior vps-group account supervisors; Rea Porterfield Brown, senior vp-creative associate; Alan Johnson, senior vp-media & programing; Stephen Olderman, senior vp-group creative supervisor; Brian K. Sherwood, senior vp-group account supervisor and marketing director; Edward W. Parella, vp-treasurer.

Phone: (212) 741-1900.

Griswold-Eshleman

Gross Income	1982	1981
U.S.	$6,848,307	$6,961,800
Total	$6,848,307	$6,961,800

Griswold-Eshleman, Cleveland, reported gross income of $6,848,307 in 1982 on billings of $42,665,283. Its 1981 gross income was $6,961,800 on billings of $43,013,204.

The agency's 1982 volume consisted of $29,397,196 in media, $7,455,436 in materials and services and $5,812,651 in capitalized fees. Its 1981 U.S. volume consisted of $29,604,658 in media, $7,649,274 in materials and services and $5,759,272 in capitalized fees.

In 1982, the agency gained Alcan and lost KitchenAid.

Billings breakdown: Newspapers 11.2%, magazines 22.2%, radio 7.5%, network tv 16.4%, spot tv 14.5%, outdoor 0.4%, business papers 27.7%, farm publications 0.1%.

The agency has 151 employes in seven offices; a year ago, it had 156.

Top execs: Richard Gerbracht, chairman; Patrick Morin, president.

Phone: (216) 696-3400.

Group 3hree Advertising

Gross Income	1982	1981
U.S.	$5,565,241	$5,161,075
Total	$5,565,241	$5,161,075

Group 3hree Advertising, Pompano Beach, Fla., reported gross income of $5,565,241 in 1982 on billings of $20,903,859. Its gross income in 1981 was $5,161,075 on billings of $19,385,754.

The agency's 1982 volume consisted of $6,061,705 in media, $1,353,120 in materials and services and $13,489,034 in capitalized fees. Its 1981 U.S. volume consisted of $5,621,484 in media, $1,254,852 in materials and services and $12,509,418 in capitalized fees.

In 1982, the agency gained: Southeast Bank, Medicomp Inc., Stiles Corp., Intervault Inc., Kudachi of America; Gould Inc. (including special projects). It lost Gulfstream Banks, American Video Corp., Basic Technologies, Com Dev, Dimensional Builders.

Billings breakdown: Newspapers 22%, magazines 30%, supplements 2%, radio 15%, spot tv 12%, outdoor 2%, direct mail 11%, other 6%.

The agency has 34 employes; a year ago, it had 28.

Top exec: Philip Rushlow, president. Phone: (305) 785-9000.

Henderson Advertising

Gross Income	1982	1981
U.S.	$9,044,000	$7,818,000
Total	$9,044,000	$7,818,000

Henderson Advertising, Greenville, S.C., reported gross income of $9,044,000 in 1982 on billings of $60,296,000. Its gross income in 1981 was $7,818,000 on billings of $52,118,000.

The agency's 1982 volume consisted of $50,121,000 in media, $4,529,000 in materials and services and $5,646,000 in capitalized fees. Its 1981 U.S. volume consisted of $41,394,000 in media, $5,129,000 in materials and services and $5,595,000 in capitalized fees.

Included in the agency's figures are the billings and income of its U.S. subsidiaries, Pelham Marketing Services and Henderson Direct.

In 1982, the agency gained Carlton Import Co.'s San Miguel Beer and new products, and Norwich-Eaton Pharmaceuticals' Head & Chest. It lost Platt Saco-Lowell.

Billings breakdown: Newspapers 2%, magazines 12%, radio 3%, network tv 49%, spot tv 28%, cable tv 2%, outdoor 1%, business papers 1%, point of sale 1%, direct mail 1%.

The agency has 118 employes in two offices; a year ago it had 110.

Top execs: James Henderson, chairman; Fred C. Walker, vice-chairman; Ralph Callahan, president; Larry Richardson, exec vp; John J. Kennedy, senior vp-finance; Robert Reuschle, senior vp-media; John A. Shimell, senior vp-research.

Phone: (803) 271-6000.

Hicks & Greist

Gross Income	1982	1981
U.S.	$7,500,000	$6,400,000
Total	$7,500,000	$6,400,000

Hicks & Greist, New York, reported gross income of $7,500,000 in 1982 on billings of $55,000,000. Its gross income in 1981 was $6,400,000 on billings of $46,000,000.

The agency's 1982 volume consisted of $50,000,000 in media, $2,000,000 in materials and services and $3,000,000 in capitalized fees. Its 1981 U.S. volume consisted of $42,000,000 in media, $1,500,000 in materials and services and $2,500,000 in capitalized fees.

Included in the agency's figures are the billings and income of the following U.S. subsidiaries: Irving Smith Kogan & Co. and E.T. Howard Co.

In 1982, the agency gained National Sea Products, Boyle-Midway's Sani Flush Tank II, American Bakeries Co., Fernandes Supermarkets, Sophia Perfumes, Comstock Lite Pie Filling, City

Gross income of $5,000,000 to $15,000,000

of New York department of general services, ITT Telecommunications Group apparatus division.

It did not lose any accounts.

Billings breakdown: Newspapers 12%, magazines 22%, supplements 4%, radio 7%, network tv 22%, spot tv 22%, cable tv 1%, outdoor 6%, transit advertising 2%, point of sale 1%, direct mail 1%.

The agency has 117 employes in one office; a year ago it employed 113.

Top execs: Charles V. Skoog Jr., chairman; D. Edward Ricchiuto, president; Hank Seiden, exec vp; William L. Roper, chairman-executive committee; William Wurtzel, senior vp-creative; Gerald Cutler, senior vp; Smitty Kogan, president, I.S. Kogan & Co.; Robert Tenny, president, E.T. Howard.

Phone: (212) 370-9600.

Hill, Holliday, Connors, Cosmopulos

Gross Income	1982	1981
U.S.	$10,908,200	$7,431,000
International	1,318,000	784,000
Total	$12,226,200	$8,215,000

Hill, Holliday, Connors, Cosmopulos, Boston, reported gross income of $12,226,200 in 1982 on billings of $92,591,500. Its gross income in 1981 was $8,215,000 on billings of $61,488,000. The totals include non-U.S. income of $1,318,000 in 1982 and $784,000 in 1981.

The agency's 1982 volume consisted of $26,395,900 in media, $8,604,800 in materials and services and $48,801,100 in capitalized fees. Its 1981 U.S. volume consisted of $20,082,000 in media, $6,184,000 in materials and services and $30,355,000 in capitalized fees.

The agency's 1982 overseas volume of $8,789,700 consisted of $4,333,700 in media, $1,420,500 in materials and services and $3,035,500 in capitalized fees. Its 1981 foreign volume of $4,867,000 consisted of $3,387,000 in media, $299,000 in materials and services and $1,181,000 in capitalized fees.

In 1982, the agency gained Talbots, Prince Sauces, McCains, United Technologies, Harris Corp., Connexions, Bausch & Lomb and H.L. Bouton Inc.

It lost Papa Gino's, Sperry and Jordan Marsh.

Overseas, the agency gained: Sheraton, Telemarketing, Dantville, Province of Ontario, Coolmation, Pan American Public Relations (Australia).

It did not lose any overseas accounts.

Billings breakdown: Newspapers 22%, magazines 20%, supplements 1%, radio 10%, network tv 13%, spot tv 25%, cable tv 1%, outdoor 2%, business papers 6%.

The agency has 205 employes in five offices, including 185 in its one U.S. office. A year ago it had 173 in three U.S. offices.

Top execs: John M. Connors Jr., president; George J. Hill III, chairman; Walter M. Pile Jr., senior vp-general manager; John Fitzgerald and William Matteson, senior vps-account services; Richard Pantano and Anthony Winch, senior vps-creative directors; Seumas McGuire, senior vp-creative services; Jack Sansolo, senior vp-marketing.

Phone: (617) 437-1600.

Humphrey Browning MacDougall

Gross Income	1982	1981
U.S.	$12,007,000	$8,100,000
Total	$12,007,000	$8,100,000

Humphrey Browning MacDougall, Boston, reported gross income of $12,007,000 in 1982 on capitalized billings of $80,086,000. Its gross income in 1981 was $8,100,000 on capitalized billings of $54,0270,000.

The agency did not break out its volume for either year. Volume in 1982 included $3,500,000 in capitalized fees and in 1981, $2,500,000 in capitalized fees.

Included in the agency's figures are the billings and income of its U.S. subsidiaries HBM/MacDonald and HBM/Stiefel, New York.

In 1982, the agency gained: Acushnet rubber division, Beltran Corp., Bleyle of America, Colibri Inc., Jordan Marsh Co., Lechmere, Palm Beach Menswear divisions, Princeton Sports Products, Rediffusion, Subaru Dealers of New England, Sperry Topsider Inc. and National Assn. of Recording Merchandisers.

It lost Nixdorf Computer Corp. and Purity Supreme.

Billings breakdown: Newspapers 7%, magazines 18%, radio 10%, network tv 30%, spot tv 32%, other 3%.

The agency has 226 employes in two offices. A year ago it had 173 in three offices. Top execs: Richard S. Humphrey Jr., chairman; Edward Eskandarian, president-ceo; Franklin S. Browning Jr., treasurer; Peter W. Evans, Edmund C. Fitzmaurice, Arthur McGinnes, Mary Moore, Terrence K. O'Leary, Michael H. Reingold and Anna Ungar, senior vps.

Phone: (617) 723-7770.

Ingalls Advertising

Gross Income	1982	1981
U.S.	$7,750,000	$7,000,000
Total	$7,750,000	$7,000,000

Ingalls Advertising, Boston, reported gross income of $7,750,000 in 1982 on billings of $56,500,000. Its gross income in 1981 was $7,000,000 on billings of $51,000,000.

The agency's 1982 volume consisted of $30,000,000 in media, $6,500,000 in materials and services and $20,000,000 in capitalized fees. Its 1981 U.S. volume consisted of $28,500,000 in media, $6,500,000 in materials and services and $16,000,000 in capitalized fees.

Included in the agency's figures are the billings and income of its Stern/Ingalls subsidiary.

In 1982, the agency gained Alpert's Furniture, Casgard Inc., Computer Corp. of America, Continental Cablevision, Data Architects, First Bancorp of New Hampshire, Microcom, New England-U.S.A., and Selig Furniture.

It lost Preview, Gare Inc., Valle's Restaurants, Instrumentation Labs, Interface and I.S.S.A. Corp.

Billings breakdown: Newspapers 21%, magazines 15%, radio 20%, network tv 2%, spot tv 28%, outdoor 1%, business papers 11%, transit advertising 1%, other 1%.

The agency has 165 employes in two offices; a year ago it had 160.

Top exec: S. Joseph Hoffman, president.

Phone: (617) 437-7000.

Kallir, Philips, Ross

Gross Income	1982	1981
U.S.	$8,091,000	$6,470,000
Total	$8,091,000	$6,470,000

Kallir, Philips, Ross, New York, a healthcare communications and marketing agency, reported gross income of $8,091,000 in 1982 on billings of $75,635,000. Its gross income in 1981 was $6,470,000 on billings of $55,403,000.

The agency's 1982 volume consisted of $21,271,000 in media, $10,816,000 in materials and services and $43,548,000 in capitalized fees. Its 1981 volume consisted of $12,982,000 in media, $7,450,000 in materials and services and $34,971,000 in capitalized fees.

Included in the agency's figures are the billings and income of a subsidiary, KPR Infor/Media Corp.

In 1982, the agency gained Winthrop Laboratories and Ortho dermatological division. It lost Norwich-Eaton Pharmaceutical Corp.

Billings breakdown: Medical journals 58%, direct mail 22%, other 20%.

The agency has 140 employes; a year ago it had 135. Top exec: John Kallir, president.

Phone: (212) 878-3700.

Kornhauser & Calene

Gross Income	1982	1981
U.S.	$11,100,000	$9,100,000
Total	$11,100,000	$9,100,000

Kornhauser & Calene, New York, reported gross income of $11,100,000 in 1982 on billings of $95,484,800. Its gross income in 1981 was $9,100,000 on billings of $80,154,400.

The agency's 1982 volume consisted of $92,484,800 in media and $3,000,000 in capitalized fees. Its 1981 U.S. volume consisted of $77,654,400 in media and $2,500,000 in capitalized fees.

Included in the agency's figures are the billings and income of its U.S. subsidiary, Hall Decker McKibbin.

In 1982, the agency gained American Home Products (Whitehall division products), American Maize Products Co.'s Boyer Bros. division candy products, Augustus, Goya Foods, Laird Inc. alcoholic beverages (Soave Classico Brut, 7 Star whisky, William Penn whisky, new products), Skiva International, J.P. Stevens & Co.'s (apparel fabrics, Forstmann woolens, The Stevens Collection). It lost Torrington.

Billings breakdown: Newspapers 3%, magazines 10%, supplements 2%, radio 14%, network tv 61%, spot tv 6%, business papers 4%.

The agency has 159 employes in three offices; a year ago, it had 108 in one office.

Top execs: Henry Kornhauser, chairman-ceo; John Calene, president-director of creative services; Michael Cotter, Stanley M. Turk, Alan Yarnoff, exec vps; Richard L. Matthews, exec vp-vice chairman; Robert L. Wise, exec vp-chief financial officer/treasurer.

Phone: (212) 684-6700.

Lavey/Wolff/Swift

Gross Income	1982	1981
U.S.	$5,300,000	$4,600,000
Total	$5,300,000	$4,600,000

Lavey/Wolff/Swift, New York, a subsidiary of BBDO International that specializes in healthcare advertising, reported gross income of $5,300,000 in 1982 on billings of $36,000,000. Its gross income in 1981 was $4,600,000 on billings of $31,000,000.

The agency's 1982 volume consisted of $36,000,000 in capitalized fees. Its 1981 U.S. volume consisted of $31,000,000 in capitalized fees.

Included in figures are the billings and income of its U.S. subsidiary, Health Education Technologies.

In 1982, the agency gained: Brinkmann Instruments, Mentholatum Co., ATL, plus new product assignments from Winthrop, Corning and Stuart.

It lost Jelenko, Lever and Upjohn.

Overseas the agency gained: Abbott-U.K.; Abbott-Europe, Dista, May & Baker, Rhone-Poulenc and Schering.

It did not lose any overseas accounts.

Billings breakdown: Medical journals 50%, point of sale 5%, direct mail 5%, other (audiovisual direct marketing, collateral) 40%.

The agency has 95 employes in four offices worldwide, with three of those offices and 83 employes in the U.S. A year ago it had 75 in four offices, including 65 in the U.S.

Top execs: John F. Swift, president/ceo; Kenneth H. Lavey, chairman-ceo; Charles A. Rockefeller, executive vp; Robert Levine, Peter Belliveau, Ronald Furedi, Joseph M. Noel, Jeremy Lee and Miriam Goldstein, senior vps.

Phone: (212) 593-3630.

Al Paul Lefton Co.

Gross Income	1982	1981
U.S.	$8,900,000	$8,460,000
International	250,000	240,000
Total	$9,150,000	$8,700,000

Al Paul Lefton Co., New York, reported gross income of $9,150,000 in 1982 on billings of $61,000,000. Its gross income in 1981 was $8,700,000 on billings of $58,000,000. Of the total non-U.S. income was $250,000 in 1982 and $240,000 in 1981.

The agency's U.S. billings were $59,330,000 in 1982 and $56,400,000 in 1981. Lefton does not break out its dollar volume. The agency's overseas volume was $1,670,000 in 1982 and $1,600,000 in 1981.

Last year, Al Paul Lefton Co. purchased the Harrison Higgins Inc. agency.

In 1982, the agency gained Mack Trucks; Johnson-Matthey; Mnemos; Villager and John Stuart/John Widdicomb.

It did not lose any accounts.

Billings breakdown: Newspapers 11%, magazines 10%, supplements 2%, radio 14%, network tv 27%, spot tv 16%, cable tv 1%, business papers 10%, farm publications 3%, transit advertising 1%, direct mail 2%, other 3%.

The agency has 186 employes in two U.S. offices; a year ago, it had 185 employes. Top execs: Al Paul Lefton Jr., president-ceo; Grayson F. Lathrop, chairman; James W. North, exec vp; Norman Lewis, vp-treasurer.

Phone: (212) 867-5100.

Levine, Huntley, Schmidt & Beaver

Gross Income	1982	1981
U.S.	$7,615,000	$6,327,000
Total	$7,615,000	$6,327,000

Levine, Huntley, Schmidt & Beaver, New York, reported gross income of $7,615,000 in 1982 on billings of $50,767,000. Its gross income in 1981 was $6,327,000 on billings of $42,180,000.

The agency's 1982 volume consisted of $40,106,000 in media, $4,417,000 in materials and services and $6,244,000 in capitalized fees. Its 1981 U.S. volume consisted of $34,000,000 in media, $1,227,000 in materials and services and $6,710,000 in capitalized fees.

The agency, formerly Levine, Huntley, Schmidt, Plapler & Beaver, changed its name after partner Larry Plapler left last fall with the People Express Airline account and opened his own agency. In 1982, the agency gained Aspen Skiing Corp., The Entertainment Channel, Popular Club, Officenters Inc. and four Subaru Distributors. People Express was its only account loss.

Billings breakdown: Newspapers 6%, magazines 20%, radio 15%, network tv 10%, spot tv 40%, cable tv 2%, outdoor 2%, business papers 3%, transit advertising 2%. The agency has 91 employes; a year ago it had 85. Top execs: Harold Levine, chairman-ceo; Robert Schmidt, president-coo, and Allan Beaver, exec vp-creative director.

Phone: (212) 557-0900.

Lewis & Gilman

Gross Income	1982	1981
U.S.	$9,000,000	$8,850,000
Total	$9,000,000	$8,850,000

Lewis & Gilman, Philadelphia, reported gross income of $9,000,000 in 1982 on billings of $60,000,000. Its gross income in 1981 was $8,850,000 on billings of $59,000,000.

The agency's 1982 volume consisted of $32,500,000 in media, $8,500,000 in materials and services and $19,000,000 in capitalized fees. Its 1981 U.S. volume consisted of $33,900,000 in media, $9,400,000 in materials and services and $15,700,000 in capitalized fees.

In 1982, the agency gained Schering Corp., Claridge Hotel & Casino, Sperry-Univac, Flymo, Emerson Quiet Kool Corp., Temple University, Jerrold division of General Instrument Corp., AMC/Renault, Alco Foodservice Equipment Co., Exide Corp. industrial division, Vistakon Inc.

It lost American Meter, Harcum Jr. College, Gino's/Rustler, Western Savings, CertainTeed, Graphic Control, Hay Associates.

Billings breakdown: Newspapers 22%, magazines 9%, radio 8%, spot tv 31%, outdoor 3%, business papers 21%, other 6%.

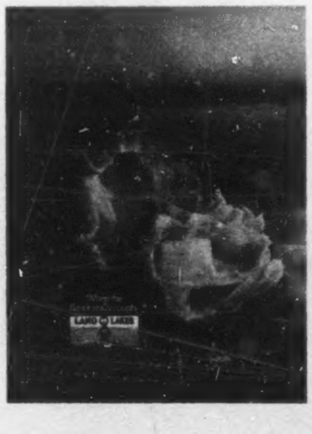
The agency has 202 employes; a year ago it had 200.

Top execs: Robert G. Wilder, president-ceo; Charles M. Lodovico, exec vp-operations; Palmer L. Reed, president-pr; Charles B. Mathias, president, HealthCom division; John K. Kaiser, exec vp-advertising; Carl E. Cassel-

PORTFOLIO:

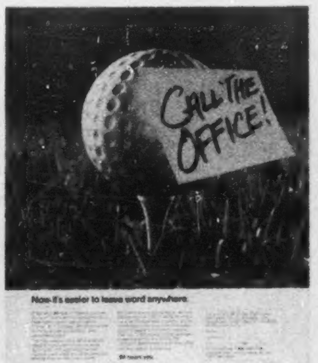
Campbell-Mithun

We believe that a simply stated, credible big idea must address the *self-interest* of the prospect. We believe that to make this big idea stand out, the most effective communications leverage is *personality*—personality that is appropriate, distinctive, integrated, consistent and memorable. It must be vivid and have flair. We believe that a strong communications personality is nonpreemptible.



Granola Bars
Granola Bars

PURE
BREWED
IN GOD'S
COUNTRY
SLOWLY AND
NATURALLY



Gross income of $5,000,000 to $15,000,000

man, exec vp-creative director; Bernard Ostrof, senior vp-creative director, HealthCom division; Chet D. Harrington, vp-director of media services; Gerald S. Nagler, senior vp-pr; Gary B. Blumenthal, vp-director of marketing strategies and research.

Phone: (215) 568-3775.

Lord, Geller, Federico, Einstein

Gross Income	1982	1981
U.S.	$8,761,989	$6,695,662
Total	$8,761,989	$6,695,662

Lord, Geller, Federico, Einstein, New York, reported gross income of $8,761,989 in 1982 on billings of $66,047,542. Its gross income in 1981 was $6,695,662 on billings of $52,912,730.

The agency's 1982 volume consisted of $45,390,012 in media, $7,085,321 in materials and services and $13,572,209 in capitalized fees. Its 1981 U.S. volume consisted of $29,362,550 in media, $6,333,356 in materials and services and $17,216,824 in capitalized fees.

In 1982, the agency gained Analog & Digital Systems, Black Starr & Frost, Continental Telecom, DuCair Bioessence's Strawberry Shortcake, F. Schumacher & Co., Great Bear Spring Co., The Life Insurance Co. of Virginia, and Arthritis Foundation (public service).

It lost Tiffany & Co. and Laker Airways.

Billings breakdown: Newspapers 8%, magazines 30%, radio 4%, network tv 30%, spot tv 20%, outdoor 3%, business papers 2%, transit advertising 2%, other 1%.

The agency has 137 employes; a year ago it had 126.

Top execs: Richard J. Lord, president; Norman Geller, Gene Federico, Arthur W. Einstein Jr. and Edward D. Yacconetti, exec vps.

Phone: (212) 421-6050.

MCA Advertising

Gross Income	1982	1981
U.S.	$13,420,000	$10,350,000
Total	$13,420,000	$10,350,000

MCA Advertising, New York, a wholly-owned subsidiary of Marketing Corp. of America in Westport, Conn., reported gross income of $13,420,000 in 1982 on billings of $102,700,000. Its gross income in 1981 was $10,350,000 on billings of $85,300,000.

The agency's 1982 volume consisted of $99,255,000 in media and $3,445,000 in capitalized fees. Its 1981 U.S. volume consisted of $77,725,000 in media and $7,575,000 in capitalized fees.

In 1982, the agency gained Schlitz beer and Schlitz Light beer.

It lost Nabisco Brands' Fleischmann's and Blue Bonnet margarines, Royal pudding and gelatin; Baby Ruth and Butterfinger candy bars and it resigned Western Publishing Co.'s Golden Books and Whitman Games.

Billings breakdown: Newspapers 6%, magazines 38%, radio 2%, network tv 21%, spot tv 28%, outdoor 5%.

The agency has 75 employes in two offices; a year ago, it employed 65.

Top execs: James R. McManus, chairman; Morgan V. Hunter, president. Phone: (212) 661-5491.

Mandabach & Sims

Gross Income*	1982	1981
U.S.	$5,300,000	$4,600,000
Total	$5,300,000	$4,600,000

*AA estimate

Mandabach & Sims, Chicago, had estimated gross income of $5,300,000 in 1982 on billings of $35,903,000. Its estimated gross income in 1981 was $4,600,000 on billings of $30,888,000.

The agency did not break out its volume in either 1982 or 1981.

Included in the agency's figures are the billings and income of a U.S. subsidiary, Mandabach & Simms/Pacific.

In 1982, the agency gained Bell & Howell, Duni Corp., Deltak, Datalogics, Hickory Specialties, Kitchens of Sara Lee deli & bakery division, Procter & Gamble industrial cleaning division products, Opus Designers, Simplot-Okray division, Solna Offset, Village Meats, Corning Glass Works, Chef Francisco, Butterfield Farms, Brazier Exch., Pemko Mfg.

It lost Samuel Bingham, Delfield Co., Dick, Frederich GmbH, Computerland.

No billings breakdown was provided.

The agency has 104 employes in three offices, the same number it had a year ago.

Top execs: Irwin Simms, president; Paul Mandabach, chairman; Sheldon Kahn and Lee Lippman, exec vps.

Phone: (312) 236-5333.

William Douglas McAdams Inc.

Gross Income	1982	1981
U.S.	$8,258,000	$7,900,000
Total	$8,258,000	$7,900,000

William Douglas McAdams Inc., New York, an agency specializing in healthcare advertising, reported gross income of $8,258,000 in 1982 on billings of $55,509,000. Its gross income in 1981 was $7,900,000 on billings of $52,621,000.

The agency's 1982 volume consisted of $38,271,000 in media, $8,500,000 in materials and services and $8,738,000 in capitalized fees. Its 1981 U.S. volume consisted of $36,225,000 in media, $8,320,000 in materials and services and $8,076,000 in capitalized fees.

In 1982, the agency gained Ayerst Laboratories, Cardiac Resuscitator, Forest Labs and Pfizer Corp.

It lost Ortho Pharmaceuticals.

Billings breakdown: Medical journals 79%, direct mail 16%, other 5%.

The agency has 161 employes; a year ago it had 165. Top execs: Irwin C. Gerson, president; William M. Wolf, exec vp; Anthony J. D'Onofrio, senior vp-general manager; Joseph Carobene, Eugene Fine, Howard Mandelbaum, Ron Vignone, senior vps-account services; Victor Trasoff, Tom Domanico, Walter Scott, senior vps-art; Claire Anderley, senior vp-copy; Murray Weinstein, financial vp.

Phone: (212) 759-6300.

McDonald & Little

Gross Income	1982	1981
U.S.	$6,123,000	$7,448,000
Total	$6,123,000	$7,448,000

McDonald & Little, Atlanta, a Ted Bates & Co. subsidiary, reported gross income of $6,123,000 in 1982 on billings of $44,504,000. Its gross income in 1981 was $7,448,000 on billings of $51,200,000.

The agency's 1982 volume consisted of $21,326,000 in media, $8,378,000 in materials and services and $14,800,000 in capitalized fees. Its 1981 U.S. volume consisted of $24,494,200 in media, $4,543,800 in materials and services and $22,162,000 in capitalized fees.

Billings and income from the agency's subsidiary, 23 Skidoo, are not included.

In 1982, the agency gained Health Plans. It lost Ralston Purina, Somerset Imports, Busch Gardens.

Billings breakdown: Newspapers 12.5%, magazines 8.4%, radio 11.6%, network tv 10.2%, spot tv 48.7%, cable tv 3.4%, outdoor 5.2%.

The agency has 82 employes; a year ago it had 112.

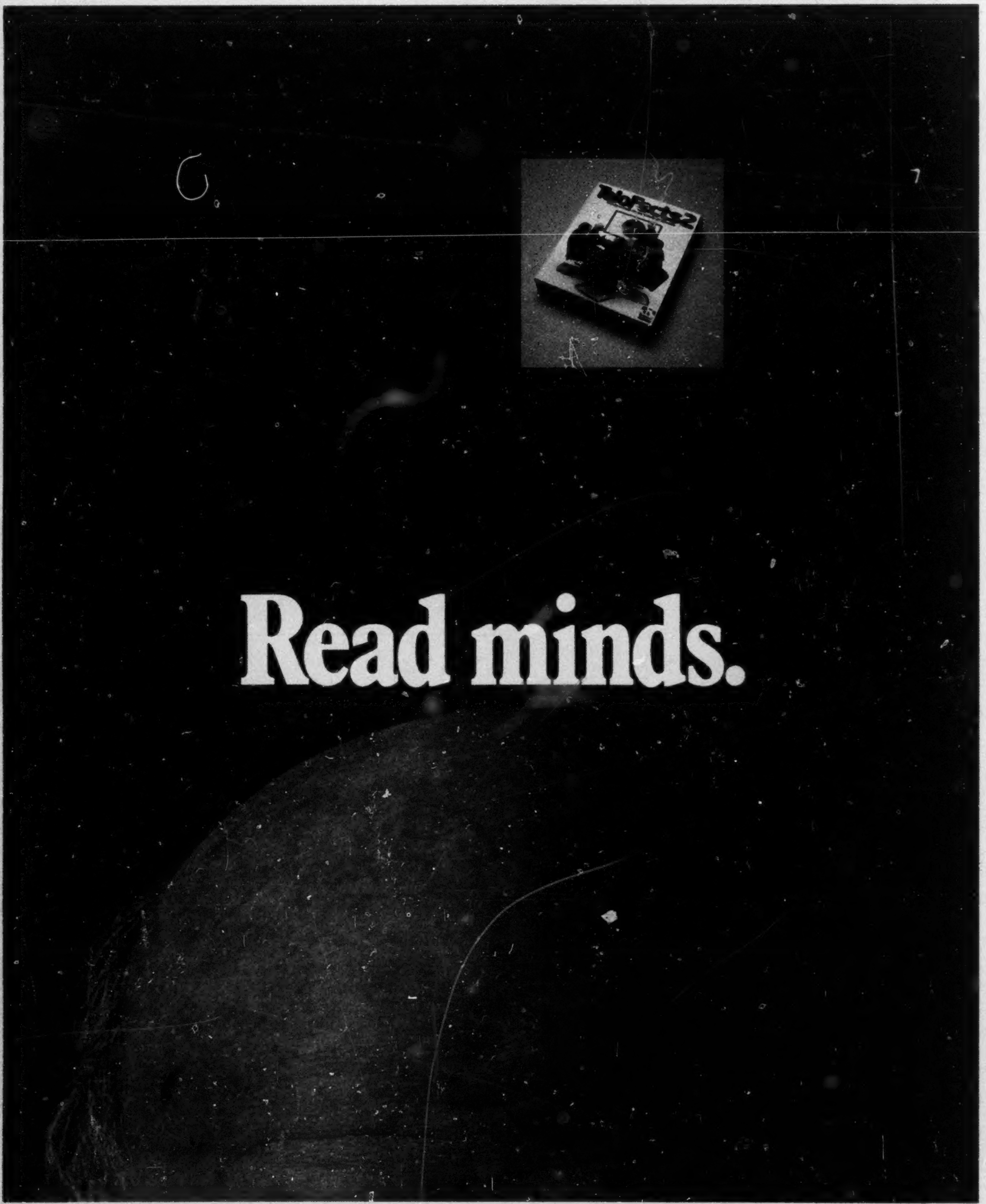
Top execs: Michael McDonald, chairman; Robert Jones, president-chief creative officer; Virgil Shutze, exec vp-director of creative services.

Phone: (404) 881-8700.

McKinney Inc.

Gross Income	1982	1981
U.S.	$5,378,400	$4,800,000
Total	$5,378,400	$4,800,000

McKinney Inc., Philadelphia, reported gross income of $5,378,400 in 1982 on billings of $40,000,100. Its gross income in 1981 was $4,800,000 on billings of $35,200,000.

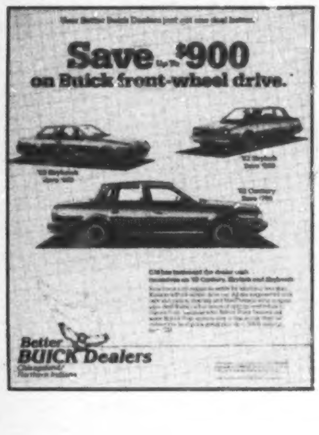


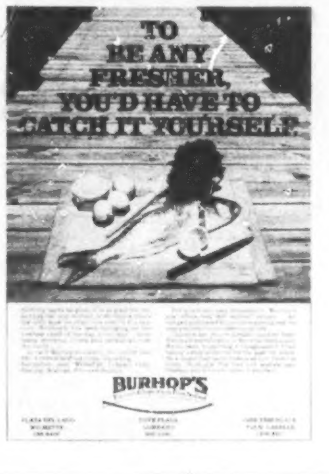
PORTFOLIO:

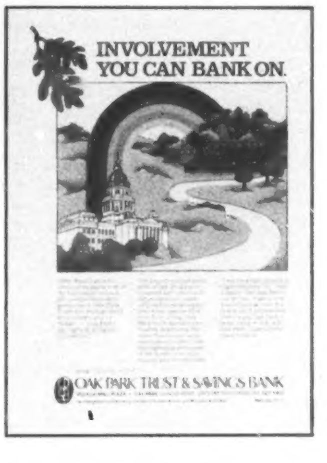
Jordan/Tamraz/Caruso

At J/T/C we're firm believers in the classic principles of advertising: Find the customer benefit, that one key point that will motivate the consumer. Then communicate it honestly, clearly and effectively. You see, we're not out to win awards (although we certainly have won more than our share). Irrelevant creativity has no place in today's tough market. We consider valid only that which enhances our client's position.

Which all goes back to the reason J/T/C was founded: To sell our clients, not J/T/C.




TO BE ANY FRESHER, YOU'D HAVE TO CATCH IT YOURSELF.
BURHOP'S


INVOLVEMENT YOU CAN BANK ON.
OAK PARK TRUST & SAVINGS BANK

The agency's 1982 volume consisted of $8,625,000 in media, $3,915,000 in materials and services and $27,460,100 in capitalized fees. Its 1981 U.S. volume consisted of $9,463,000 in media, $3,410,000 in materials and services and $22,327,000 in capitalized fees.

In 1982, the agency gained: Glen-Gery Corp., Empire Abrasives, Pennsylvania Shipbuilding, Andover Controls, Intermarket Latex, Keithly Instruments, Soft Handling Systems, Worthing Plastics, Barnes Weldning & Cook, Allied Hardware Services, Indiana-General Magnet Products, Martin Engineering, TRW Electronic Components Group, Jetro, Taylor Bonney Intl, W.L. Gore Inc., Galler Hospitality Systems, Micor-Net, Pacific Living Centers, Midland Land Mobile Radio, F.M. Weaver Inc. and Sybron Barnstead.

It lost: Dresser Mfg., Mars Money Systems, Mark Controls, Jet-Lube, Komatsu America, Thermotics and Cargocaire Engineering.

Billings breakdown: Newspapers 5%, magazines 2%, radio 1%, network tv 1%, outdoor 1%, business papers 81%, direct mail 8%, other 1%.

The agency has 122 employes in six offices; a year ago it had 130.

Top execs: Albert W. Emery Jr., chairman-president; George G. Thompson, vice chairman; Sharyn A. Williamson, exec vp; Thomas A. Buck, vp-finance, B. Jean Anwyll, president, McKinney/Mid-Atlantic; Ted Sherman, president, McKinney/Great Lakes; Joseph R. Toomey, president, McKinney/New England; Frank M. Callahan, president, McKinney/Mid-America; Richard S. Lee, president, McKinney/Gulf Coast; T. Roger Betty, vp, McKinney/Southwest; Dana Hughes, president, McKinney/Public Relations.

Phone: (215) 922-2635.

McKinney Silver & Rockett

Gross Income	1982	1981
U.S.	$6,588,468	$5,403,491
Total	$6,588,468	$5,403,491

McKinney Silver & Rockett, Raleigh, N.C., reported gross income of $6,588,468 in 1982 on billings of $43,924,632. Its gross income in 1981 was $5,403,491 on billings of $36,024,967.

The agency's 1982 volume consisted of $36,630,370 in media, $4,276,041 in materials and services and $3,018,221 in capitalized fees. Its 1981 U.S. volume consisted of $28,534,260 in media, $4,106,736 in materials and services and $3,383,971 in capitalized fees.

In 1982, the agency gained Royal Caribbean Cruise Lines and J.P. Stevens & Co.'s Gulistan Carpets. It lost GoodMark Foods. Billings breakdown: Newspapers 20%, magazines 8%, radio 20%, spot tv 44%, outdoor 4%, business papers 4%.

The agency has 86 employes; a year ago it had 73. Top execs: Charles McKinney, chairman-president; Robert Doherty, exec vp; Lloyd Jacobs, Michael Winslow, Charles Ashby, Donald Heineman, John Ketchum, senior vps.

Phone: (919) 828-0691.

Medicus Intercon International

Gross Income	1982	1981
U.S.	$5,520,000	$4,915,000
International ...	6,892,000	5,314,000
Total	$12,412,000	$10,229,000

Medicus Intercon International, New York, the healthcare subsidiary of Benton & Bowles, reported gross income of $12,412,000 in 1982 on billings of $106,022,000. Its gross income in 1981 was $10,229,000 on billings of $89,175,000.

The agency's 1982 volume consisted of $9,276,000 in media, $2,954,000 in materials and services and $31,755,000 in capitalized fees. Its 1981 U.S. volume consisted of $6,481,000 in media, $7,656,000 in materials and services and $26,039,000 in capitalized fees.

The agency's 1982 overseas volume of $62,037,000 consisted of $31,076,000 in media, $7,090,000 in materials and services and $23,871,000 in capitalized fees. Its 1981 foreign volume of $48,999,000 consisted of $26,467,000 in media, $6,111,000 in materials and services and $16,421,000 in capitalized fees.

Included in the agency's figures are the billings and income of a U.S. subsidiary, Science & Medicine.

In 1982, the agency gained Ortho International. It reported no account losses.

Overseas, the agency gained (Canada) Connaught Labs; (Germany) Amersham, Winthrop, Procter & Gamble; (Italy) Serono, Abbott, Degussa/Schering; (Japan) Glaxo, Procter & Gamble, Toyama; (England) SKF. It reported no account losses.

Billings breakdown: Medical journals 60%, direct mail 10%, other (salesmen's materials, educational programs) 30%. The agency has 250 employes in 11 offices, the same number it had a year ago.

Top execs: Lawrence Lesser, chairman-ceo; William G. Castagnoli, president, North America; Hartwig Ellmer, president, intl; Anthony L. Stayner, exec vp-intl; Gary Elman, senior vp-controller; Wilhelm Rall, senior vp-controller intl.

Phone: (212) 826-0760.

Meldrum & Fewsmith

Gross Income*	1982	1981
U.S.	$7,275,000	$6,750,000
International ...	825,000	600,000
Total	$8,100,000	$7,350,000

*AA estimates

Meldrum & Fewsmith, Cleveland, had estimated gross income of $8,100,000 in 1982 on estimated billings of $55,000,000. Its estimated gross income in 1981 was $7,350,000 on estimated billings of $49,000,000. Totals include foreign gross income, estimated at $825,000 for 1982 and $600,000 for 1981.

The agency does not break out its volume. U.S. volume in 1982 was estimated at $48,500,000, while its 1981 volume was estimated at $45,000,000. The agency's overseas volume was estimated at $5,500,000 for 1982 and $4,000,000 for 1981.

In 1982, the agency gained Agmax, Associated Builders Products, Dee Chemical Co., Brillion Iron Works, Coral of Chicago, Country Fresh Foods, Dee Concrete Accessories, Estech, Fibrite Corp., FMC Corp., Holiday Inns (Skokie, Ill.), ILG Industries, Ingersoll Products Corp., Loran F. Nordgren Co., 3M Co., Masonite Corp., Paslode Co., Plibrico Co., Qualified Remodeler Inc., Russell-Hampton Co., Staley Commodities Intl., Sunshine Rubber, Vin Cor, American Cancer Society (Greater Cleveland), Commercial Property Services, *Metal Progress* magazine, Northeast Ohio Kentucky Fried Chicken Cooperative, Sentry Hardware Corp., United Way Services (Greater Cleveland), Universal Cooperatives' Tire Marketing Group, WJW Radio, Ford Tractor Operations (Europe) and McLaughlin Co.

It lost Interstate Business Services, Reliance Toledo Scale, Steel Service Center Institute, Tronics 2000 and Republic Products Corp.

Overseas, the agency gained: Playtex S.A., Sandor Probel S.A. and British Airways (Benelux) while it lost C.P. Clare Intl N.V., Federal Mogul, ITT Reznor, Robinson Nugent Europe S.A., and Morganite Ceramic Fibres S.A.

Billings breakdown: Newspapers 6%, magazines 3%, radio 4%, network tv 9%, spot tv 27%, outdoor 1%, business papers 32%, farm publications 8%, other 10%. The agency has 170 employes in four offices, including 153 in the three U.S. offices, the same number it had a year ago.

Top execs: Arthur E. Earley, chairman-ceo; Terrence G. Parmelee, president-coo; Warren J. Eggly, senior vp-secretary/treasurer; Robert Iredell IV and Jeffrey H. Bryden, senior vps-management supervisors; Bruce S. Childers, senior vp-marketing services; Chris N. Perry, senior vp-creative services; W. Dean Neill, exec vp; Richard H. Herrmann, senior vp-group creative director; Thomas E. Butterfield, senior vp-general manager/Chicago.

Phone: (216) 241-2141.

Muir Cornelius Moore

Gross Income	1982	1981
U.S.	$6,164,127	$4,000,000
Total	$6,164,127	$4,000,000

Muir Cornelius Moore, New York, reported gross income of $6,164,127 in 1982 on billings of $41,114,727. Its gross income in 1981 was $4,000,000 on billings of $26,680,000.

The agency's 1982 volume consisted of $41,114,727 in capitalized fees. Its 1981 U.S. volume consisted of $26,680,000 in capitalized fees.

In 1982, the agency gained: Fonar Inc., Information Services, Sandvik and United Telecom Computer Group. It did not lose any accounts.

Billings breakdown: Business papers 30%, point of sale 10%, direct mail 10%, other 50%.

The agency has 102 employes in two offices; a year ago, it had 60.

Top execs: William P. Muir, president; James Cornelius, Richard Moore, C.R. Freeman, exec vps.

Phone: (212) 687-4055.

Nadler & Larimer

Gross Income	1982	1981
U.S.	$10,500,000	$7,900,000
International ..	1,500,000	900,000
Total	$12,000,000	* $8,800,000

*AA estimate

Nadler & Larimer, New York, had estimated gross income of $12,000,000 in 1982 on billings of $80,000,000. Its gross income in 1981 was $8,800,000 on billings of $59,000,000.

The agency does not break out its volume. Of its 1982 volume, $70,000,000 was domestic and $10,000,000 was overseas billings. In 1981, its non-U.S. volume was $6,000,000. Gross income from overseas operations came to $1,500,000 in 1982 and $900,000 in 1981.

Included in the agency's figures are billings and income of its U.S. divisions: Altman, Stoller, Weiss (added in 1982) and Landis & Landan.

In 1982, the agency gained ABC Radio Network and *Woman's Day*.

It lost Executone and the New York State Lottery.

Billings breakdown: Newspapers 15%, magazines 20%, supplements 5%, radio 20%, network tv 10%, spot tv 25%, outdoor 5%.

The agency has 180 employes in two offices; 150 in the U.S. In 1981, the agency had 150 employes in two offices.

Top execs: Arch Nadler, chairman; Robert Larimer, president.

Phone: (212) 245-7300.

North Castle Partners

Gross Income	1982	1981
U.S.	$5,153,000	$4,682,000
Total	$5,153,000	$4,682,000

North Castle Partners, Greenwich, Conn., reported gross income of $5,153,000 in 1982 on billings of $34,008,000. Its gross income in 1981 was $4,682,000 on billings of $32,672,000.

The agency's 1982 volume consisted of $16,000,000 in media, $2,000,000 in materials and services and $16,008,000 in capitalized fees. Its 1981 U.S. volume consisted of $19,800,000 in media, $2,000,000 in materials and services and $10,872,000 in capitalized fees.

In 1982, the agency did not gain any accounts. It lost *U.S. News & World Report*.

Billings breakdown: Newspapers 5%, magazines 25%, supplements 2%, radio 1%, network tv 20%, spot tv 40%, outdoor 5%, transit advertising 2%.

The agency has 60 employes; a year ago, it had 55.

Top execs: William L. Ballard, president; Barrington Boardman, chairman; David M. Mixter, vice chairman; Robert Lelle, Leonard Ferraguzzi, Lynn A. Rotando and Charles Taney, exec vps.

Phone: (203) 622-1122.

Quinn & Johnson

Gross Income	1982	1981
U.S.	$5,300,094	$4,278,273
Total	$5,300,094	$4,278,273

Quinn & Johnson, Boston, a subsidiary of BBDO International, reported gross income of $5,300,094 in 1982 on billings of $35,333,956. Its gross income in 1981 was $4,278,273 on billings of $28,641,067.

The agency's 1982 volume consisted of $30,344,400 in media, $2,594,815 in materials and services and $2,394,741 in capitalized fees. Its 1981 U.S. volume consisted of $23,004,500 in media, $2,938,320 in materials and services and $2,698,247 in capitalized fees.

In 1982, the agency gained First Winthrop Corp. It lost Maine Savings Bank and Epsco Marine.

Billings breakdown: Newspapers 21%, magazines 22%, radio 7%, network tv 34%, spot tv 15%, outdoor 0.5%, transit advertising 0.5%.

The agency has 85 employes; a year ago it had 90.

Top execs: Richard Garrison, president; Edwin P. Carboni, exec vp.

Phone: (617) 262-5800.

Richard & Edward's

Gross Income*	1982	1981
U.S.	$6,375,000	$3,337,500
Total	$6,375,000	$3,337,500

*AA estimate

Richard & Edward's, New York, had estimated gross income of $6,375,000 in 1982 on billings of $42,500,000. Its gross income in 1981 was estimated at $3,337,500 on billings of $22,500,000. The agency did not break out its volume for either year.

In 1982, the agency gained Kidco, Playworld Stores and Bodyguard Inc. It lost Paragon-Reiss and Takara. Billings breakdown: Newspapers 2%, magazines 5%, radio 1%, network tv 18%, spot tv 74%. The agency has 26 employes; a year ago it had 14.

Top execs: Richard Schwarzchild, president; Ed Mandell, exec vp-creative director; Shelly Hirsch, senior vp-media director; Steve Kolker, senior vp-account services; Len Leokum, senior vp-creative director.

Phone: (212) 557-1600.

The Richards Group

Gross Income	1982	1981
U.S.	$5,072,000	$4,035,000
Total	$5,072,000	$4,035,000

The Richards Group, Dallas, reported gross income of $5,072,000 in 1982 on billings of $35,851,000. Its gross income in 1981 was $4,035,000 on billings of $29,758,000.

The agency's 1982 volume consisted of $6,750,000 in media, $6,690,000 in materials and services and $22,411,000 in capitalized fees. Its 1981 U.S. volume consisted of $5,978,000 in media, $4,517,000 in materials and services and $19,263,000 in capitalized fees.

Included in the agency's figures are the results from Richards, Sullivan, Brock & Associates; Pharr Cox Communications, and Richards Direct Marketing, all subsidiaries.

In 1982, the agency gained Abilene National Bank, Crescent Oils, Network Security Corp., Buddy Schoellkopf Products, Simtec, Telesis Controls Corp., Texas Power & Light, Southland Corp. Dairy Division, U.S.Tel.

It lost: E-Z Color, KZEW and *Redbook*.

Billings breakdown: Newspapers 13%, magazines 10%, supplements 2%, radio 15%, spot tv 43%, cable tv 1%, outdoor 5%, business papers 5%, transit advertising 1%, direct mail 5%.

The agency has 90 employes in three offices; a year ago, it had 75.

Top exec: Stan Richards, president.

Phone: (214) 987-2700.

Richardson, Myers & Donofrio

Gross Income	1982	1981
U.S.	$6,685,793	$4,403,221
Total	$6,865,793	$4,403,221

Gross income of $5,000,000 to $15,000,000

Richardson, Myers & Donofrio, Baltimore, reported gross income of $6,865,793 in 1982 on billings of $40,389,484. Its gross income in 1981 was $4,403,221 on billings of $29,354,808.

The agency's 1982 volume consisted of $28,867,032 in media, $7,671,108 in materials and services and $3,851,344 in capitalized fees. Its 1981 U.S. volume consisted of $20,557,296 in media, $5,861,113 in materials and services and $2,936,399 in capitalized fees.

In 1982, the agency gained: Cox Communications, WLIF Baltimore & WWSH Philadelphia, Esskay Meats, Dauphin Deposit Bank & Trust; The Eagles Eye; Cort Furniture Rentals; Student Loan Marketing Associates; Sun Refinery & Marketing. It lost: Prince Mfg. and T. Rowe Price Co.

Billings breakdown: Newspapers 18%, magazines 29%, broadcast 52% outdoor 1%.

The agency has 114 employes in two offices. A year ago, it had 85 in three offices. Top exec: Hal Donofrio, president.

Phone: (301) 576-7000.

Robinsons Inc.

Gross Income	1982	1981
U.S.	$6,610,000	$4,843,000
Total	$6,610,000	$4,843,000

Robinsons Inc., Orlando, Fla., reported gross income of $6,610,000 in 1982 on billings of $44,086,700. Its gross income in 1981 was $4,843,000 on billings of $32,364,450.

The agency's 1982 volume consisted of $4,000,000 in media and $40,086,700 in capitalized fees. Its 1981 U.S. volume consisted of $3,450,000 in media and $28,914,450 in capitalized fees.

In 1982, the agency gained Jamaica Vacations Ltd.; Rose Hall Beach Hotel & Country Club; Panama Government Institute for Tourism; Hotel Corp. of the Bahamas; Cable Beach Hotel & Casino; Walker's Cay Marina & Resort; Bonaire Government Tourist Bureau; Krisam Group Hotels; Holiday Inn Four Seasons; Shipyard Village; Timeshare Holdings Ltd. and Art Deco Hotels.

It reported no losses.

Billings breakdown: Newspapers 20%, magazines 35%, radio 5%, spot television 5%, outdoor 10%, business papers 10%, point of sale 5%, direct mail 10%.

The agency has 90 employes in four offices, the same number it had a year ago.

Top execs: John E. Robinson Sr., chairman; John E. Robinson Jr., president; Peter C. Yesawich, exec vp; Julian Sarokin, general manager; Perry W. Sears, secretary-treasurer.

Phone: (305) 898-2808.

Rosenfeld, Sirowitz & Lawson

Gross Income	1982	1981
U.S.	$12,400,000	$10,571,000
Total	$12,400,000	$10,571,000

Rosenfeld, Sirowitz & Lawson, New York, reported gross income of $12,400,000 in 1982 on billings of $98,500,000. Its gross income in 1981 was $10,571,000 on billings of $85,000,000.

The agency's 1982 volume consisted of $69,003,600 in media, $6,548,200 in materials and services, and $22,948,200 in capitalized fees. Its 1981 U.S. volume consisted of $59,537,200 in media, $5,662,800 in materials and services and $19,800,000 in capitalized fees.

Included in the agency's figures are the billings and income of its Detroit office. Last year, the agency acquired Savitt Tobias Balk Advertising, a New York agency that billed $15,800,000 in 1981 and had gross income of $2,370,045. In 1982, the agency gained McDonald's Michigan Owner/Operator Assn., Photo Corp. of America, Redbook Publishing, Schenley Industries. With the addition of STB, it added Atalanta Corp., R.C. Bigelow, 4C Foods, Flushco, The Hearst Corp., Knapp Communications, Red Cheek, Henri Stern Watch, Monarch Wine Co. It lost: Great Adventure and Olin Corp. It resigned American Home Products and Monarch Wine Co.

Billings breakdown: Newspapers 4%, magazines 15%, radio 7%, network tv 17%, spot tv 56%, outdoor 1%.

The agency has 190 employes in two offices; a year ago it had 170.

Top execs: Thomas E. Lawson, president; Ronald Rosenfeld and Leonard Sirowitz, exec vps/co-creative directors.

Phone: (212) 765-2900.

Rolf Werner Rosenthal Inc.

Gross Income	1982	1981
U.S.	$5,328,638	$4,560,931
Total	$5,328,638	$4,560,931

Rolf Werner Rosenthal Inc., New York, an agency specializing in health-care advertising, reported gross income of $5,328,638 in 1982 on billings of $38,030,206. Its gross income in 1981 was $4,560,931 on billings of $30,406,206. The agency's 1982 volume consisted of $10,666,724 in media, $3,506,720 in materials and services and $23,856,762 in capitalized fees. Its 1981 volume consisted of $7,624,503 in media, $2,638,979 in materials and services and $20,142,724 in capitalized fees.

Not included are the billings and income of World Health Information Services and Current Concepts subsidiaries. In 1982, the agency gained Breon Laboratories, Cutter Biological, Merck Sharp & Dohme, Roche Laboratories, Sandoz Pharmaceuticals and Squibb/Novo. It did not lose any accounts.

Billings breakdown: Medical journals 72%, direct mail 13%, other 15%.

The agency has 88 employes; a year ago, it had 76. Top execs: Rolf W. Rosenthal, president; Charley W. Riegle, exec vp; Sylvio A. deRouin, senior vp-creative director; Ronald J. Souza, senior vp-director of client services.

Phone: (212) 684-0909.

Rumrill-Hoyt

Gross Income	1982	1981
U.S.	$8,362,000	$8,550,000
Total	$8,362,000	$8,550,000

Rumrill-Hoyt, New York, a subsidiary of Compton Advertising, reported gross income of $8,362,000 in 1982 on billings of $55,800,000. Its gross income in 1981 was $8,550,000 on billings of $57,000,000.

The agency's 1982 volume consisted of $27,971,000 in media, $2,667,000 in materials and services and $25,162,000 in capitalized fees. Its 1981 U.S. volume consisted of $30,464,000 in media, $2,652,000 in materials and services and $23,884,000 in capitalized fees.

In 1982, the agency gained *Family Weekly*, *Ladies' Home Journal*, New York City Opera, New York Lottery, C.I.T. Commercial Finance Co., C.I.T. Financial Corp., Bernzomatic Corp., Church of the Nazarene, Process Equipment division of Sohio and Eastern Mountain Sports.

It lost Eastern Mountain Sports.

Billings breakdown: Newspapers

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3.1%, magazines 63.6%, radio 13.4%, network tv 6.9%, spot tv 8.1%, outdoor 1.6%, other 3.3%.

The agency has 168 employes in two offices; a year ago it had 165.

Top execs: Gene Novak, chairman-ceo; Joseph Valerio, president, Rochester division; Gary Landis, president, New York division; Paul Goldsmith, exec vp; Richard Peters, president, Computer Market Service; David Fisher, senior vp; Richard Thomson, senior vp-director of client services, and Nicholas Orloff, senior vp-creative director.

Phone: (212) 753-1770.

Sawdon & Bess

Gross Income	1982	1981
U.S.	$6,000,000	$5,235,000
Total	$6,000,000	$5,235,000

Sawdon & Bess, New York, reported gross income of $6,000,000 in 1982 on billings of $40,000,000. Its gross income in 1981 was $5,235,000 on billings of $35,000,000.

The agency's 1982 volume consisted of $32,320,000 in media, $5,000,000 in materials and services and $2,680,000 in capitalized fees. Its 1981 U.S. volume consisted of $28,700,000 in media, $4,200,000 in materials and services and $2,100,000 in capitalized fees.

In 1982, the agency gained Johanna Farms' SSIPS fruit drink; Frugal Frank outlet stores; Southern California Pontiac Dealers Assn.; Greater Cleveland Pontiac Dealers Assn. and Video Corp. of America.

It lost Savin Canada and Greater Philadelphia Pontiac Dealer Assn.

Billings breakdown: Newspapers 10%, magazines 10%, radio 10%, spot tv 60%, cable tv 2%, outdoor 2%, business papers 5%, point of sale 1%.

The agency has 72 employes in two offices; a year ago it had 64.

Top execs: Jerome Bess, chairman-president, and Martin M. Mitchell, exec vp-coo.

Phone: (212) 751-6660.

Sieber & McIntyre

Gross Income	1982	1981
U.S.	$8,779,000	$6,924,165
International ...	571,000	368,760
Total	$9,350,000	$7,292,925

Sieber & McIntyre, Chicago, reported gross income of $9,350,000 in 1982 on billings of $63,180,700. Its gross income in 1981 was $7,292,925 on billings of $51,362,951. Of the totals, non-U.S. income was $571,000 in 1982 and $368,760 in 1981.

The agency's 1982 volume consisted of $8,916,970 in media, $6,494,655 in materials and services and $43,689,740 in capitalized fees. Its 1981 U.S. volume consisted of $7,735,051 in media, $5,846,065 in materials and services and $35,147,835 in capitalized fees.

The agency's 1982 overseas volume of $4,079,335 consisted of $710,500 in materials and services and $3,368,835 in capitalized fees. Its 1981 foreign volume of $2,634,000 consisted of $666,350 in materials and services and $1,967,650 in capitalized fees.

In the U.S. last year, the agency gained Abbott Laboratories, E.R. Squibb & Sons, Miles Laboratories, Smith Laboratories, American Critical Care, Technicare, Eastman Kodak, Sandoz pharmaceutical division; 3M, Otsuka.

It did not lose any accounts.

Overseas, the agency gained Tillotts Laboratories, Tokyo Tanabe, Otsuka, Sandoz and Schering International.

Billings breakdown: Magazines 64.7%, direct mail 13.2%, other 22.1%.

The agency has 166 employes in seven offices, with 155 in two U.S. offices. A year ago it had 133 employes with 127 in the U.S.

Top execs: R. Joseph McIntyre, president; Ethelrita Gleeson, James Robinson, Patrick McTigue, Fred Fitzsimmons, Dave McCarty, Todd Mahony, Ken March, Ray Taylor, exec vps; Steve Freeman, Mary Ann McCarthy, John Kashiwabara, Alex Weinerman, Bruno Ruegg, Robert Buckman, senior vps.

Phone: (312) 266-9200.

Smith/Greenland

Gross Income	1982	1981
U.S.	$5,960,000	$5,300,000
Total	$5,960,000	$5,300,000

Smith/Greenland, New York, reported gross income of $5,960,000 in 1982 on billings of $39,000,000. Its gross income in 1981 was $5,300,000 on billings of $34,000,000.

The agency's 1982 volume consisted of $30,665,000 in media, $4,000,000 in materials and services and $4,335,500 in capitalized fees. Its 1981 U.S. volume consisted of $27,465,000 in media, $3,200,000 in materials and services and $3,335,000 in capitalized fees.

Included in the agency's figures are the billings and income of a U.S. subsidiary, Markland Corp.

In 1982, the agency gained Crawford's Scotch, Cabin Still bourbon, Old Fitzgerald bond bourbon, Old Fitzgerald prime bourbon, Rebel Yell bourbon, Weller SR & Weller 107 bourbons, Canada Dry bourbon, gin & vodka; Sutton Shirt Corp.; Frances Denney Inc.

It lost J.H. Swisher & Sons and Sau Sea Foods.

Billings breakdown: Newspapers 15%, magazines 23%, radio 7%, spot tv 44%, direct mail 8%, other 3%.

The agency has 104 employes, the same number it had a year ago.

Top execs: Leo Greenland, chairman-ceo; Norman Goluskin, president; Murray Platte, exec vp; Oscar Haffner, senior vp-finance; Murray Klein, senior vp-creative; Beryl Seidenberg, senior vp-media; Harry Wenthen, senior vp-account service.

Phone: (212) 252-5500.

Spiro & Associates

Gross Income	1982	1981
U.S.	$5,587,900	$5,521,600
Total	$5,587,900	$5,521,600

Spiro & Associates, Philadelphia, reported gross income of $5,587,900 in 1982 on billings of $42,100,000. Its gross income in 1981 was $5,521,600 on billings of $40,901,000.

The agency's 1982 volume consisted of $13,550,000 in media, $4,365,000 in materials and services and $24,185,000 in capitalized fees. Its 1981 U.S. volume consisted of $13,033,000 in media, $4,343,000 in materials and services and $23,525,000 in capitalized fees.

In 1982, the agency gained SMS (Shared Medical Systems); Jamison Door Co.; Omni International Hotel Group; Coleman Hotel Group; Deer Valley Resort; International Airline Passengers Assn.; McCloskey Varnish Co.; Buckman-Van Buren-Hunter; Office Automation Conference; Boeing-Vertol, and Presbyterian-University Pennsylvania Medical Center.

It lost the Playboy Casino & Hotel.

Billings breakdown: Newspapers 21%, magazines 24%, supplements 1%, radio 14%, spot tv 25%, outdoor 2%, business papers 10%, direct mail 3%.

The agency has 110 employes in one office; a year ago it had 120.

Top execs: Walter A. Spiro, chairman-ceo; Norman R. Tissian, president; Gerald D. Oakes and Nelson M. Fellman Jr., exec vps; Harry A. Egbert, Martin A. Kramer, Gordon G. Lawrence, H. Robert Lesnick, Bernice Slosburg and Herbert Smith, senior vps, and Charles Bofinger, senior vp-assistant to the chairman.

Phone: (215) 923-5400.

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Stone & Adler

Gross Income	1982	1981
U.S.	$7,965,000	$5,940,000
International ..	196,000	—
Total	$8,161,000	$5,940,000

Stone & Adler, Chicago, a direct response agency, reported gross income of $8,161,000 in 1982 on billings of $54,346,000. Its gross income in 1981 was $5,940,000 on billings of $39,600,000. The 1982 gross income total includes non-U.S. income of $196,000.

The agency did not break out its volume in 1982 or 1981.

In 1982, the agency gained Viewdata Corp. of America and Budget Rent A Car.

It lost ChemLawn and Security Pacific National Bank.

Overseas, the agency gained Rogers Cablesystems.

Billings breakdown: Newspapers 28%, magazines 28%, supplements 2%, radio 8%, spot tv 1%, direct mail 33%.

The agency has 150 employes in three offices, with 145 employes in its two U.S. offices. A year ago, the agency had 140 in two offices.

Top execs: Gerald Wood, president; Robert Stone, chairman; William Waites, vice-chairman-chief creative officer; Marshall Edinger, senior vp-general manager; Russell Richmond, senior vp-director of client services; Richard Hackenberg, senior vp-director marketing; Donald Kanter and John Mecchella, senior vps.

Phone: (312) 346-6100.

Towne, Silverstein & Rotter

Gross Income	1982	1981
U.S.	$6,000,000	$5,555,000
Total	$6,000,000	$5,555,000

Towne, Silverstein & Rotter, formerly Helfott, Towne & Silverstein, New York, reported gross income of $6,000,000 in 1982 on billings of $40,000,000. Its gross income in 1981 was $5,555,000 on billings of $37,000,000. The agency does not break out its volume.

In 1982, the agency gained Cluett-Peabody & Co., Kraco and Corpex. It did not lose any accounts.

Billings breakdown: Newspapers 10%, magazines 10%, radio 10%, network tv 20%, spot tv 40%, outdoor 5%, point of sale 5%.

The agency has 55 employes in one office; a year ago it had 54.

Top execs: Les Towne, ceo; D.W. Silverstein, president; Steve Rotter, exec vp-account services; Michael O'Connell, senior vp-creative; Binnie Levin, senior vp-financial; Mike Mulieri, senior vp-media.

Phone: (212) 557-5570.

Tucker Wayne & Co.

Gross Income	1982	1981
U.S.	$6,190,000	$6,210,000
Total	$6,190,000	$6,210,000

Tucker Wayne & Co., Atlanta, reported gross income of $6,190,000 in 1982 on billings of $43,222,000. Its gross income in 1981 was $6,210,000 on billings of $43,258,000.

The agency's 1982 volume consisted of $35,951,000 in media, $3,759,197 in materials and services and $3,511,803 in capitalized fees. Its 1981 U.S. volume consisted of $35,757,000 in media, $3,937,000 in materials and services and $3,564,000 in capitalized fees. In 1982, the agency lost Atlanta Gas Light Co. and Creomulsion Co.

Billings breakdown: Newspapers 10%, magazines 4%, radio 17%, network tv 1%, spot tv 49%, outdoor 2%, business papers 10%, farm publications 7%.

The agency has 95 employes; a year ago, it had 106.

Top execs: Matthew Connor, chairman; Knox Massey Jr., president; Sidney L. Smith, exec vp; Les Parker, senior vp-creative director; Bill Zuspan, senior vp-media director.

Phone: (404) 522-2383.

Valentine-Radford

Gross Income	1982	1981
U.S.	$5,378,002	$4,771,500
Total	$5,378,002	$4,771,500

Valentine-Radford, Kansas City, reported gross income of $5,378,002 in 1982 on billings of $37,838,836. Its gross income in 1981 was $4,771,500 on billings of $32,655,815.

The agency's 1982 volume consisted of $18,022,900 in media, $7,076,990 in materials and services and $12,738,946 in capitalized fees. Its 1981 U.S. volume consisted of $17,035,120 in media, $5,432,323 in materials and services and $10,188,372 in capitalized fees.

In 1982, the agency gained Certain-Teed Insulation & Roofing, North Supply, Perkins Industries, Ceva International and Ceva poultry and Syncro-Mate B divisions. It lost Commodity News Service, Marketforce, Pacific Technology.

Billings breakdown: Newspapers 10%, magazines 7%, radio 17%, spot tv 16%, outdoor 10%, business papers 5%, farm publications 25%, direct mail 10%.

The agency has 89 employes; a year ago, it had 93.

Top execs: G.W. Hawley, chairman; Robert A. Brooks, president; Robert C. Lang Sr., exec vp; Rowena L. Langford, senior vp.

Phone: (816) 842-5021.

Venet Advertising

Gross Income	1982	1981
U.S.	$5,478,000	$5,241,000
Total	$5,478,000	$5,241,000

Venet Advertising, New York, reported gross income of $5,478,000 in 1982 on billings of $39,304,000. Its gross income in 1981 was $5,241,000 on billings of $38,160,000.

The agency's 1982 volume consisted of $22,285,800 in media, $7,220,000 in materials and services and $9,798,200 in capitalized fees. Its 1981 U.S. volume consisted of $21,973,000 in media, $6,942,300 in materials and services and $9,244,700 in capitalized fees.

Included in the agency's figures are the billings and income of its U.S. subsidiary, Venet Advertising/NJ.

In 1982, the agency gained Carpet Buyers Outlet, Howland/Steinbach Dept. Stores, R.W. Peters, Rickel & Co., Sigma Marketing and Hillshire Farms.

It did not lose any accounts.

Billings breakdown: Newspapers 15%, magazines 5%, supplements 5%, radio 15%, network tv 15%, spot tv 43%, outdoor 1%, business papers 1%.

The agency has 150 employes in two offices; a year ago it had 129.

Top execs: Zal Venet, chairman; George Coscia, president, Venet/NJ; Murray Skurnik, exec vp; John Fortune, senior vp.

Phone: (212) 489-6700.

Waring & LaRosa

Gross Income	1982	1981
U.S.	$10,950,000	$9,450,000
International ..	300,000	300,000
Total	$11,250,000	$9,750,000

Waring & LaRosa, New York, reported gross income of $11,250,000 in 1982 on billings of $75,000,000. Its gross income in 1981 was $9,750,000 on billings of $65,000,000.

The agency's 1982 volume consisted of $58,800,000 in media, $7,800,000 in materials and services and $6,400,000 in capitalized fees. Its 1981 U.S. volume consisted of $50,600,000 in media, $6,900,000 in materials and services and $5,500,000 in capitalized fees.

The agency's overseas volume was $2,000,000 in 1982 and 1981.

In 1982, the agency gained additional assignments from Adolph's Ltd., Cutex, Fisher-Price Toys, Great Waters of France (Lindt Chocolate), Insilco Corp.'s Red Devil Paints & Chemicals, Julius Wile Sons & Co.'s Antinori Wines and Pisang Ambon, Prince Mfg., Prince Matchabelli, Ragu Foods, Sony Corp. of America, Quaker Oats Co.

It did not lose any accounts.

Billings breakdown: Newspapers 5%, magazines 28%, radio 5%, network tv 38%, spot tv 23%, outdoor 1%.

The agency has 135 employes; a year ago it had 130.

Top execs: Joe LaRosa, chairman-creative director; Saul Waring, president; Mort Grossman, exec vp-finance & administration; Charles Fredericks, exec vp-account services; John McCrosky, exec vp-marketing & account services; Marty Narva, senior vp-media director; Francesca Blumenthal, Robert Oksner, Chuck Cohen, Vince Salmieri, senior vps-associate creative directors; Irwin Levy and Larry Weisberg, senior vps-management supervisors.

Phone: (212) 755-0700.

Wyse Advertising

Gross Income	1982	1981
U.S.	$8,618,044	$6,579,490
Total	$8,618,044	$6,579,490

Wyse Advertising, Cleveland, reported gross income of $8,618,044 in 1982 on billings of $64,650,317. Its gross income in 1981 was $6,579,490 on billings of $48,157,348.

The agency's 1982 volume consisted of $34,115,053 in media, $8,548,236 in materials and services and $21,987,028 in capitalized fees. Its 1981 U.S. volume consisted of $25,000,174 in media, $5,970,118 in materials and services and $17,187,056 in capitalized fees.

Included in the agency's figures are the billings and income of the following U.S. subsidiaries: American Tele-Pages and Wyse Sales Promotion & Design.

In 1982, the agency gained Alladin Industries, Vitamaster Industries, *Family Circle*, *Golf Digest*, *Tennis*, Robert Stock Menswear, Sherwin-Williams stores division, Piels Beer, Royal Appliance and Cleveland State University. It lost Sterling Merchandising, Technicare, *House & Garden*, American Express travel division, Union Dime Savings, Loctite and ATC "Preview" subscription television.

Billings breakdown: Newspapers 19.29%, magazines 29.15%, radio 15.45%, network tv 7.82%, spot tv 14.85%, outdoor 1.42%, other 12.02%.

The agency has 190 employes in five offices; a year ago it had 172 employes in four U.S. offices.

Top execs: Marc A. Wyse, chairman; Lois Wyse, president; James B. Rucker, vice-chairman; James E. Kline, president, American Telepages; Jerry Preyss, president, Wyse Sales Promotion & Design.

Phone: (216) 696-2424.

PORTRAIT:

Minneapolis' consistent creative

By M. Howard Gelfand

You might say that it was Jesus Christ who made a star out of Tom McElligott. But wait. This isn't one of those born-again stories. In fact, you might just as easily say that it was the Easter Bunny who started Mr. McElligott on his way to fame.

This was 10 years ago, at a time when Mr. McElligott was just another obscure guy writing ad copy in Minneapolis. He was working for Knox Reeves, an agency that had just suffered the crippling loss of its main account, General Mills Corp.

It was then that Mr. McElligott got a call from the Episcopal Diocese of Minnesota. His task: To remind people of the true meaning of Easter.

Mr. McElligott was a natural for the job; his father and father-in-law were both Episcopal clergymen. But religious tradition was not evident in the final product: A picture of Jesus juxtaposed with a picture of the Easter Bunny. Asked the headline, "Which One Rose From the Dead?"

That question soon spread across the nation, first in the form of an ad and then in a poster. And while that was merely the first of many national campaigns for Mr. McElligott, the mixture of irony, humor and pure shock has continued to mark his work—whether he's pitching religion, chickens or pie.

One of Mr. McElligott's most memorable ads is his tv commercial for Poppin Fresh restaurants. An old man approaches an old woman seated next to him at a restaurant. "Bet you're too young to remember chicken pot pies like this," he tells her. Later, he insists that she have a bite. Meanwhile, he says, "Just gonna have me a few bites on this apple pie." Then he assumes a look of pure rapture and giggles as the scene fades out.

That spot earned Mr. McElligott, 39, one of his three Clios last year. His collection of 20 Clios will probably expand this year, and one might come for his commercials for Gold'N Plump chickens.

The commercials depict chickens dressed up as soldiers, or parachuting from the sky. "The chicken ads may be the riskiest we've ever done," says Mr. McElligott. "It's contrary to an awful lot of package goods rules.

"A more likely way to do it would have been to show a family of four at the table, eating chicken."

Mr. McElligott is used to taking risks. Less than two years ago he was senior vp and creative director of Bozell & Jacobs/Minneapolis. He'd been there 10 years, and he got a fat paycheck and stock in the company. But he thought something was missing—"The consistency of the creative product," he says.

"I knew that for me to maintain my interest in the business we had to strive for excellence."

Mr. McElligott had worked with other copywriters and art directors in a venture called Lunch Hour Ltd., doing ads for small companies that were willing to take a few risks.

Finally, Lunch Hour Limited evolved into Fallon McElligott Rice, of which Mr. McElligott is vp and creative director.

Fallon McElligott Rice started with an office, some furniture, five partners and a secretary. The only things missing were accounts. Now the agency has billings of more than $13 million a year. Its other clients include Mr. Coffee on a project basis and ITT Life Insurance. At a time when many agencies are letting people go, Mr. McElligott is looking to boost his staff from 25 to 30.

Mr. McElligott, 39, has won 20 Clios, three in the last year.

All this is a long way from the journey that seemed mapped out for Mr. McElligott in the late 1960s. He was a college English student in Minneapolis then, and when he wasn't in the classroom he was likely to be marching in protest of the Vietnam War. He figured graduate schools and a teaching career were ahead.

But a summer job changed all that. Mr. McElligott was working as a tour guide at a brewery. He reported to the advertising director. One day he was leafing through the boss' copy of Advertising Age and saw some classified ads for copywriters. He was still interested in teaching, but his wife was pregnant and advertising seemed to pay pretty well.

He wound up applying for a copywriting job at Dayton's department store in Minneapolis.

Mr. McElligott took some Dayton's ads home, rewrote them and was offered the job. The pay was $360 a month.

"I was crushed," he recalls. "I sent them a letter saying, 'Thanks for the offer. I wish you luck at finding an independently wealthy copywriter.' "

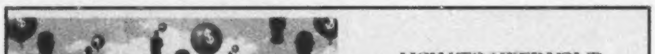
The letter made its way up to the personnel manager, who seemed to be surprised that Dayton's paid copywriters the same salary as secretaries. Everyone in the advertising department got a raise, and Mr. McElligott took the job—at $600 a month.

"I was a hero in the advertising department," he says, adding "for about two weeks." That's how long it took him to be promoted to copy chief.

"It happened much too quickly," he says. "I just wasn't ready. I made an incredible number of mistakes, but I tried to make up for it by working very, very hard."

By all accounts he's still working hard—often getting to work at 7 a.m. and going back home to his wife and two children (an 11-year-old daughter and 8-year-old son) at 7 p.m.

Mr. McElligott has long since abandoned thoughts of academia. "My teachers never thought I'd be using my education for something like this," he says. "But, I tell you, I took such joy, I was so consumed by it all, that after a week at Dayton's I never looked back."


HOW TO KEEP YOUR CUSTOMERS FROM LEAVING AT THE SAME TIME YOU'RE MERGING.
DELUXE
The difference between a printer and a partner.

A mixture of irony, humor and pure shock has continued to mark his work—whether he's pitching religion, chickens or pie.

Agencies: $1 million to $5 million

A&M Associates, Phoenix, Ariz., reported gross income of $3,180,000 and net income of $1,700,000 in 1982 on billings of $21,886,770, including $546,670 in overseas volume. In 1981, it reported gross income of $2,610,000 and $1,580,000 in net income on billings of $19,516,750. Volume in 1982 consisted of $20,360,000 in media, $780,000 in materials and services and $200,100 in capitalized fees. Its 1982 overseas volume consisted of $520,000 in media, $20,000 in materials and services and $6,670 in capitalized fees. In 1981, volume consisted of $18,500,000 in media, $850,000 in materials and services and $166,750 in capitalized fees. Accounts gained: Rec Vee World, U-Haul Du-Hikki. Billings breakdown: Newspapers 1%, magazines 38%, radio 1%, outdoor 1%, business papers 2%, point of sale 2%, direct mail 1%, other (Yellow Pages) 54%. Employes: 32. Top execs: Duane P. Swanson, president; Franklin N. Ashton, secretary-treasurer.

Phone: (602) 263-6504.

AMS Advertising, New York, reported gross income of $1,797,737 in 1982 on billings of $11,985,030. In 1981, it reported gross income of $580,500 on billings of $4,020,000. Volume in 1982 consisted of $9,301,035 in media, $2,450,545 in materials and services and $233,450 in capitalized fees. In 1981, volume consisted of $2,738,000 in media, $1,115,000 in materials and services and $167,000 in capitalized fees. Accounts gained: Savings Bank Trust Co., Cablevision Systems, Savings Investors Brokerage Services, C.E. Jamieson & Co., Hydratron Systems, Sanyo Business Systems Corp., Banana Designs. Billings breakdown: Newspapers 20%, magazines 30%, radio 10%, spot tv 30%, business papers 10%. Employes: 21. Top execs: Stanley Pearlman, president; Donald Aaronson, exec vp; Donald Turner, exec vp-strategic planning.

Phone: (212) 683-7030.

Abelson-Taylor, Chicago, reported gross income of $1,673,361 in 1982 on billings of $13,216,330. In 1981, it reported gross income of $1,497,237 on billings of $10,632,931. Volume in 1982 consisted of $702,887 in media, $1,352,125 in materials and services and $11,161,318 in capitalized fees. In 1981, volume consisted of $500,351 in media, $1,140,000 in materials and services and $8,992,580 in capitalized fees. Accounts gained: Johnson & Johnson Home Health Care, Seamless Hospital Products, Ames Division, Acme United, Illinois Central Gulf Railroad, Ottenheimer & Co., American Scientific Products, Terumo Medical Corp., Abbott Diagnostics, Abbott Office Diagnostics. Lost: Telemed, Encyclopaedia Britannica Educational Corp. Resigned: Carapace. Billings breakdown was not provided. Employes: 34. Top execs: Marvin Abelson, president; Dale Taylor, exec vp.

Phone: (312) 781-1700.

Abert, Newhoff & Burr, Los Angeles, reported gross income of $2,656,284 in 1982 on billings of $24,802,877. In 1981, it reported gross income of $2,420,232 on billings of $20,599,054. Volume in 1982 consisted of $18,520,580 in media, $2,897,119 in materials and services and $3,385,178 in capitalized fees. In 1981, volume consisted of $14,563,707 in media, $2,406,141 in materials and services and $3,629,206 in capitalized fees. Accounts gained: Bushnell, Emerald Express, Great Western Bank, Hungry Tiger Inc., P&O Cruises, RichLife Inc., Sheraton Grande, Sheraton Tucson, Wallace Berrie & Co., Westinghouse Broadcasting's fm group. Lost: Brentwood Savings & Loan, Laker Airways, Love's Restaurant, MCA Recreation Services. Billings breakdown: Newspapers 10%, magazines 20%, radio 20%, spot tv 20%, outdoor 2%, business papers 10%, direct mail 8%, other (collateral) 10%. Employes: 50. Top exec: Tom Burr, president.

Phone: (213) 552-2217.

Ackerman & McQueen, Oklahoma City, reported gross income of $2,636,181 in 1982 on billings of $17,583,327. In 1981, it reported gross income of $2,214,208 on billings of $14,768,767. Volume in 1982 consisted of $6,962,647 in media, $2,087,009 in materials and services and $8,533,671 in capitalized fees. In 1981, volume consisted of $5,072,280 in media, $1,506,621 in materials and services and $8,188,866 in capitalized fees. Accounts gained: Sheraton Corp., Van Nelle Confectionary Group, Food and Wines from France. Lost: Demco, *Oil & Gas Journal*, Star Mfg. Billings breakdown: Newspapers 6%, magazines 26%, radio 20%, spot tv 26%, outdoor 2%, business papers 20%. Employes: 60 in three offices. Top execs: Ray Ackerman, chairman; Marvin McQueen, president; Angus McQueen, exec vp.

Phone: (405) 843-9451.

The Ad Agency, New York, reported gross income of $1,218,800 in 1982 on billings of $8,125,755. In 1981, it reported gross income of $1,108,000 on billings of $7,387,050. It did not break out its volume for either year. Billings breakdown: Newspapers 40%, magazines 25%, supplements 10%, spot tv 5%, direct mail 20%. Employes: 4. Top exec: Daniel O' Grady.

Phone: (212) 581-2000.

AdCom Inc., Chicago, reported gross income of $3,300,000 in 1982 on billings of $22,075,000. In 1981, it reported gross income of $2,800,000 on billings of $18,903,000. Volume in 1982 consisted of $16,971,000 in media, $2,820,000 in materials and services and $2,284,000 in capitalized fees. In 1981, volume consisted of $16,355,000 in media, $1,981,000 in materials and services and $567,000 in capitalized fees. Accounts gained: U.S. Games, Halfsies cereal (new product concept assignments). Billings breakdown: Newspapers 4%, magazines 9%, network tv 61%, spot tv 26%. Employes: 49. Top execs: Gary Bayer, president and creative director.

Phone: (312) 222-8900.

Advertising Inc., Tulsa, Okla., had estimated gross income of $3,190,000 in 1982 on billings of $21,275,512. In 1981, it had estimated gross income of $2,650,000 on billings of $17,679,759. Volume in 1982 consisted of $9,009,678 in media, $3,283,599 in materials and services and $8,982,235 in capitalized fees. In 1981, volume consisted of $6,999,000 in media, $2,571,000 in materials and services and $8,109,759 in capitalized fees. Accounts gained: Christensen, Country View, Crane Carrier, Demco, Erlanger Tubular Works, Shawnee Federal National Bank & Trust, Ken's Restaurant Systems, Phipps & Co. Productions, Sands Springs Chamber of Commerce. Lost: MidAmerica Savings & Loan, Sand Springs State Bank, Dover Corp./Norris division, Camelot Hotels, KKNG, Hilti Inc., C-E Invalco, Rothschild's Clothing Stores. Billings breakdown: Newspapers 7%, magazines 30%, supplements 1%, radio 15%, spot tv 30%, cable tv 5%, outdoor 5%, business papers 2%, farm publications 2%, transit advertising 1%, point of sale 1%, direct mail 1%. Employes: 80 in two offices. Top execs: Tom Tripp, chairman; Bob Daily, president; Jack Harwood, senior vp.

Phone: (918) 747-8871.

Alexander Marketing Services, Grand Rapids, Mich., reported gross income of $1,768,457 in 1982, on billings of $11,795,608. In 1981, it reported gross income of $1,824,217 on billings of $12,167,527. Volume in 1982 consisted of $11,795,608 in capitalized fees. Its 1981 volume consisted of $12,167,527 in capitalized fees. Accounts gained: Durametallic Corp., Symons Corp., Dover Corp./Blackmer Pump division. Lost: Kelley Co., Irwin International. Billings breakdown: Business papers 93%, direct mail 7%. Employes: 35 in two offices. Top execs: James Alexander, president; Thomas Kreuger, exec vp.

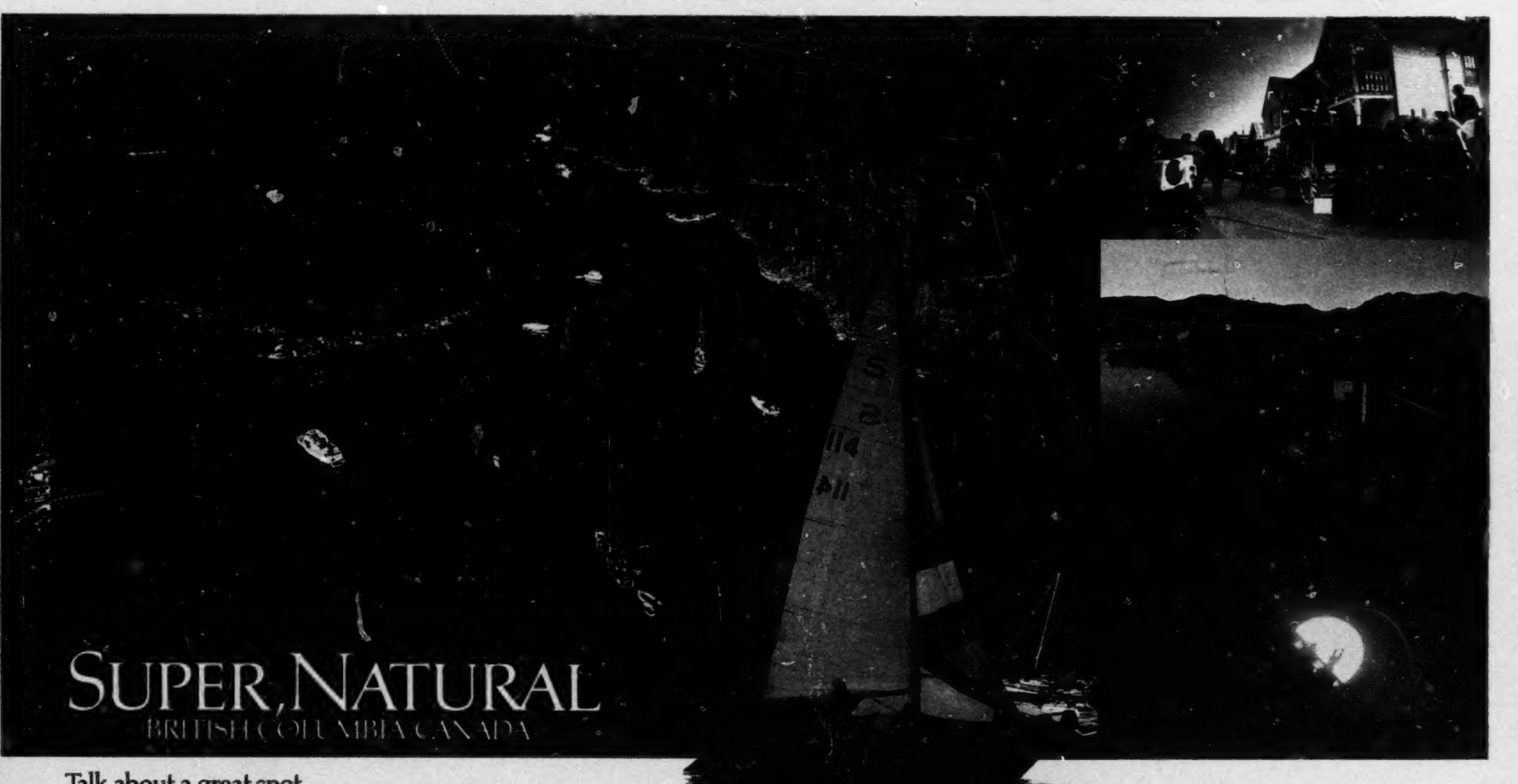
Phone: (616) 957-2000.

Altman, Stoller, Weiss Advertising, New York, reported gross income of $3,400,000 in 1982, on billings of $22,000,000. In 1981, it reported gross income of $3,300,000 on billings of $22,000,000. It did not break out its volume for either year. Accounts gained: Mead Data Central, Camp Hosiery. Lost: Chantre Inc. Billings breakdown: Newspapers 10%, magazines 25%, radio 10%, network tv 30%, spot tv 25%. Employes: 30. Top execs: David R. Altman, chairman; Melvin D. Weiss, president; Samuel Ferber, John Dundas, exec vps.

Phone: (212) 307-5082.

Ash/LeDonne, New York, an agency specializing in entertainment promotion, reported gross income of $4,500,000 in 1982 on billings of $33,000,000. In 1981, it reported gross income of $5,250,000 on billings of $35,000,000. Volume in 1982 consisted of $23,000,000 in media, $6,000,000 in materials and services and $4,000,000 in capitalized fees. In

AND NOW FOR A COMMERCIAL BREAK.



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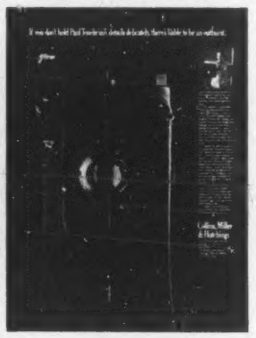
PORTFOLIO:

Smith, Badofsky & Raffel

We're proud of this campaign, not only because it's handsomely designed and well written, but because it's resourceful. The first order of business was to demonstrate the client's product. This we did by asking a group of noted photographers to supply us with an arresting photo each. Each would challenge the photoengraving skills of CM&H. The ads demonstrated CM&H skills and included endorsement from the most severe critics—the photographers themselves, thus creating a compelling and believable ad message. The story of how the photo was done and how the photoengraving challenges were met interested our market. Costs were kept to a minimum, because CM&H didn't have to pay for the photos, and the engravings themselves were done on downtime. The photographers benefited because their work was seen by thousands of their potential clients—the art directors.



1981, volume consisted of $25,000,000 in media, $6,000,0000 in materials and services and $4,000,000 in capitalized fees. Accounts gained: "Foxfire," "Steaming," "Snoopy," "Nine," "Cloud Nine," "84 Charing Cross Road," Elizabeth Theatre Group and New Jersey Devils. Lost: "Barnum," "Deathtrap," "Seven Brides for Seven Brothers" and "Sweeney Todd." Billings breakdown: Newspapers 40%, magazines 5%, radio 10%, spot tv 25%, outdoor 10%, transit advertising 10%. Employes: 80 in three offices. Top execs: Jeffrey Ash, president; Peter LeDonne, exec vp; Fred Golden, senior vp.

Phone: (212) 221-0140.

BBDM Inc., Chicago, reported gross income of $2,272,527 in 1982 on billings of $15,150,180. In 1981, it reported gross income of $1,581,522 on billings of $10,543,480. No volume breakdown was provided for either year. The agency has one subsidiary, David Todd & Associates, a public relations company. Accounts gained: Torrington Mfg. (bearings), Houghton Mifflin ("American Heritage Dictionary," reference division), Metrocom (mobile telephone systems). Lost: NEC (video products). Billings breakdown: Newspapers 15%, magazines 20%, radio 10%, network tv 10%, spot tv 15%, business papers 20%, direct mail 5%, other 5%. Employes: 45. Top execs: Walter S. (Bud) Browning, president-director; John Dolby, director; David Bender, director, Todd Lief, director; Richard Sanderson, director.

Phone: (312) 644-9600.

Bader Rutter & Associates, Brookfield, Wis., reported gross income of $3,785,236 in 1982, on billings of $25,234,906. In 1981, it reported gross income of $3,574,748 on billings of $23,831,659. Volume in 1982 consisted of $15,678,240 in media, $4,820,956 in materials and services and $4,735,710 in capitalized fees. In 1981, volume consisted of $15,134,740 in media, $4,631,554 in materials and services and $4,065,365 in capitalized fees. Accounts gained: Allied Chemical Co., Fertilizer Solutions, Ruud Lighting, Zoecon Corp., Farm Management System, WITI-TV. Lost: Columbia Car Co. Billings breakdown: Newspapers 2%, magazines 4%, radio 9%, spot tv 19%, business papers 11%, farm publications 30%, other 25%. Employes: 62. Top execs: Ronald L. Bader, president; James K. Rutter, exec vp.

Phone: (414)784-7200.

Bailey Lewis & Associates, Lincoln, Neb., reported gross income of $1,095,753 in 1982 on billings of $7,306,825. In 1981, it reported gross income of $1,112,357 on billings of $7,066,987. Volume in 1982 consisted of $3,071,109 in media, $631,675 in materials and services and $3,604,041 in capitalized fees. In 1981, volume consisted of $2,786,887 in media, $689,586 in materials and services and $3,590,514 in capitalized fees. Accounts gained: Broken Bow State Bank, Cornhusker Hotel & Convention Center, Information Technology, Mapes Industries, McDonald State Bank, MEData Inc., Nebraska State Bank (Ord and Weeping Water), Sports Courts of Lincoln, Terrano & Associates, Touche Ross & Co., Wendy's of Sioux Falls, Weaver Potato Chip Co., Walker Tire Co., York State Bank. Lost: Drum Savings Corp., East Hills Lutheran Retirement Community, Foote & Davies, Health Central, Columbus Races, American Waterbed Co. Billings breakdown: Newspapers 15%, magazines 4%, radio 19%, spot tv 24%, outdoor 4%, business papers 2%, farm publications 4%, direct mail 1%, other 27%. Employes: 29 in two offices. Top execs: Richard W. Bailey, chairman-ceo; Jim Lauerman, president-Lincoln division; Tracy Zaiss, president-Omaha division; George Meininger, senior exec vp-creative services; Ron Plageman, exec vp-chief financial officer.

Phone: (402) 475-2800.

Baker, Abbs, Cunningham & Klepinger, Birmingham, Mich., reported gross income of $1,666,544 in 1982, on billings of $10,781,857. In 1981, it reported gross income of $1,515,217 on billings of $10,106,499. Volume in 1982 consisted of $3,375,619 in media, $1,686,709 in materials and services and $5,719,529 in capitalized fees. In 1981, volume consisted of $3,315,972 in media, $1,620,985 in materials and services and $5,169,542 in capitalized fees. Accounts gained: Aeroquip Corp., American Delivery Systems, Automotive Dismantlers & Recyclers Assn., Automotive Recyclers of Michigan, Catallo Associates, DeVlieg Machine Co., Enerlite Products Corp., Federal-Mogul Corp., Grinnell Brake Mfg. Lost: Comshare Inc., Family Federal Savings & Loan, Guardian Industries Corp., Palmer-Shile, Votrax. Billings breakdown: Newspapers 24%, magazines 53%, radio 15%, spot tv 8%. Employes: 30. Top execs: Ernest Baker, chairman; Robert Klepinger, president; Robert Cunningham, executive vp; B.H. Cunningham, treasurer.

Phone: (313) 645-0300.

Mort Barish Associates, Princeton N.J., reported gross income of $1,210,000 and net income of $45,000 in 1982 on billings of $15,900,000. The company did not report results for 1981. Volume in 1982 consisted of $3,000,000 in media, $1,500,000 in materials and services and $11,400,000 in capitalized fees. Accounts gained: Loyola Federal Savings & Loan, Gainer Bank, Allied Devices Corp., Commonwealth Federal Savings & Loan, Suburban Propane, Strohmeyer & Arpe, Citibank, SEI Corp. Billings breakdown: Newspapers 20%, magazines 10%, radio 20%, network tv 5%, business papers 35%, point of sale 5%, direct mail 5%. Employes: 20. Top exec: Mort Barish, president.

Phone: (609) 924-7500.

Barkley & Evergreen, Overland Park, Kan., reported gross income of $2,543,200 in 1982 on billings of $25,453,200. In 1981, it reported gross income of $2,536,300 on billings of $24,864,800. Volume in 1982 consisted of $7,167,000 in media, $1,602,500 in materials and services and $16,683,700 in capitalized fees. In 1981, volume consisted of $7,671,200 in media, $1,294,500 in materials and services and $15,899,100 in capitalized fees. Accounts gained: Bethany Medical Center, Commercial National Bank, Computer Country, Frances Gee, Safeguard Engine Parts, Sheplers Western Stores, Shore Tire, Stuart Hall. Lost: Fixtures Mfg., Information Industries, McCord. Billings breakdown: Newspapers 12%, magazines 16%, radio 8%, network tv 43%, spot tv 20%, outdoor 1%. Employes: 51. Top execs: Bill Fromm, president; Michelle DeLaurier, secretary; C.N. Foxworthy, treasurer; Mike McGarry, exec senior vp; Bill Costello, senior vp.

Phone: (913) 381-7100.

Batz Hodgson Neuwoehner, St. Louis, reported gross income of $4,229,632 in 1982 on billings of $29,311,102. In 1981, it reported gross income of $4,069,036 on billings of $28,699,910. Volume in 1982 consisted of $15,428,503 in media, $3,480,668 in materials and services and $10,401,931 in capitalized fees. In 1981, volume consisted of $16,006,078 in media, $3,798,306 in materials and services and $8,895,526 in capitalized fees. The agency has two subsidiaries, BHN/Public Relations and BHN/Direct Marketing. Accounts gained: Watlow Electric, Martha Rounds, Winpower, Landmark Bank, Pike Wheat Growers Assn., Mid America Dairymen, Missouri University Hospitals, U. Telecom Inc. Lost: Suburban Newspapers of Greater St. Louis, Manufacturers Bank, Growmark Inc. Billings breakdown: Newspapers 10%, magazines 15%, radio 18%, spot tv 22%, outdoor 3%, business papers 25%, farm publications 5%, other 2%. Employes: 107 in six offices. Top execs: Charles A. Hodgson, chairman; Kennett C. Johnson, president-ceo; Terrance J. Donohue, secretary/treasurer; Robert C. Zeitinger, George T. Gale, exec vps.

Phone: (314) 241-1200.

Baxter, Gurian & Mazzei, Beverly Hills, Cal., had estimated gross income of $2,000,000 in 1982 on billings of $13,500,000. In 1981, it had gross income of $1,900,000 on billings of $13,250,000. Volume in 1982 consisted of $3,655,500 in media, $2,080,487 in materials and services and $7,764,013 in capitalized fees. In 1981, volume consisted of $3,600,450 in media, $1,437,980 in materials and services and $8,211,570 in capitalized fees. The agency has one subsidiary, Focus III. Accounts gained: Syncor International, Arrowhead Industrial Water. Lost: Oximetrix, SmithKline Diagnostics. Billings breakdown: Newspapers 5%, magazines 25%, spot tv 2%, transit advertising 3%, direct mail 25%, collateral 40%. Employes: 34 in two offices. Top execs: Donald J. Baxter, ceo; Kenneth J. Gurian, president.

Phone: (213) 657-5050.

Beaumont, Heller & Sperling, Reading, Pa., reported gross income of $1,467,450 in 1982 on billings of $11,016,742. In 1981, it reported gross income of $1,497,918 on billings of $11,502,720. Volume in 1982 consisted of $2,218,105 in media, $1,491,979 in materials and services and $7,306,658 in capitalized fees. In 1981, volume consisted of $2,440,387 in media, $1,907,284 in materials and services and $7,155,049 in capitalized fees. Accounts gained: American Diopter & Decibel Society, Schlegel Builders. Lost: Dresser Industries, Hofmann Industries, Jamison Door Co. Billings breakdown: Newspapers 0.4%, outdoor, 0.04%, business papers 20%, direct mail 22%, other 57.56% (services 38%, pr 12%, collateral materials 7.11%, Yellow Pages 0.45%). Employes: 48. Top execs: Donald Beaumont Sr., chairman-ceo; Robert Beaumont, president; Donald Beaumont Jr., senior exec vp; James Buchanan, Nelson LeRoy, Douglas Scheifley, Alfred Walter, senior vps.

Phone: (215) 375-4311.

Louis Benito Advertising, Tampa, Fla., reported gross income of $2,310,000 in 1982, on billings of $15,406,000. In 1981, it reported gross income of $1,720,000 on billings of $12,477,000. Volume in 1982 consisted of $11,941,000 in media and $3,465,000 in capitalized fees. In 1981, volume consisted of $9,562,000 in media and $2,915,000 in capitalized fees. Account lost: Eastlake Woodlands. Billings breakdown: Newspapers 24%, magazines 15%, radio 11%, spot tv 37%, outdoor 7%, business papers 3%, direct mail 3%. Employes: 66 in three offices. Top execs: Jack Painter, chairman and president; Ken Bernhardt, exec vp; Duke Miller, senior vp.

Phone: (813) 877-8200.

Bentley, Barnes & Lynn, Chicago, reported gross income of $4,040,596 in 1982 on billings of $26,937,311. In 1981, it reported gross income of $4,804,044 on billings of $32,026,960. Volume in 1982 consisted of $23,664,490 in media, $1,069,744 in materials and services and $2,203,077 in capitalized fees. In 1981, volume consisted of $31,726,960 in media and $300,000 in materials and services. Accounts gained: Berger Realty, Blue Cross/Blue Shield (special projects), Echols International, Fulton House, Inde-pane, Eugene Matanky & Associates, Morris & Sons, Wico Corp., Newberry Plaza, Ponce DeLeon Ltd., Trump Group, Universal Tool, Vistana Resort. Lost: Americana Healthcare, Bank Leumi, Pritikin Center. Billings breakdown: Newspapers 70%, magazines 5%, radio 6%, spot tv 7%, outdoor 1%, other 11%. Employes: 92 in three offices. Top execs: Peter Postelnek, chairman; Stan Tannenbaum, president; Merrill Litow, secretary-treasurer; Paul Oleff, exec vp; Gus Unti, creative director; Sam Conforti, exec vp.

Phone: (312) 467-9350.

Berenson & Isham, Boston, reported gross income of $1,499,016 and net income of $52,465 in 1982, on billings of $6,813,712. In 1981, it reported gross income of $1,068,763 and net income of $36,356 on billings of $5,796,127. Volume in 1982 consisted of $3,699,000 in media, $889,600 in materials and services and $2,225,112 in capitalized fees. In 1981, volume consisted of $3,995,020 in media, $360,387 in materials and services and $1,440,720 in capitalized fees. Accounts gained: Alpha Business Centers, Federal Research Corp., Liberty Real Estate, National Monetary Fund (project), First Petroleum Corp., Phoenix Concepts International Corp. (project). Billings breakdown: Newspapers 40%, magazines 10%, radio 5%, spot tv 5%, business papers 5%, direct mail 30%, other 5%. Employes: 13. Top execs: Paul S. Berenson, president; Carolynn C. Isham, exec vp.

Phone: (617) 742-4390.

Bergelt Advertising, New York, had gross income of $1,277,000 in 1982, on billings of $8,510,000. In 1981, it had gross income of $1,260,600 on billings of $8,404,000. Volume in 1982 consisted of $3,700,000 in media, $2,780,000 in materials and services and $2,030,000 in capitalized fees. In 1981, volume consisted of $3,639,000 in media, $2,744,000 in materials and services and $2,021,000 in capitalized fees. Accounts gained: Coffee, Sugar & Cocoa Exchange; CUBUS Financial; Layne-New York Co.; Ford Tractor Operations. Lost: Allied Chemical. Billings breakdown: Newspapers 15%, magazines 10%, radio 10%, spot tv 1%, business papers 10%, farm publications 25%, point of sale 1%, direct mail 5%, other 23%. Employes: 22. Top execs: Edward C. Bergelt, chairman; Robert S. Trebus, president; John M. Fraioli, exec vp.

Phone: (212) 490-2666.

Bergthold, Fillhardt & Wright, San Jose, Cal., reported gross income of $1,410,300 in 1982 on billings of $9,406,701. In 1981, it reported gross income of $1,096,314 on billings of $7,310,621. Volume in 1982 consisted of $3,876,453 in media, $1,028,304 in materials and services and $4,501,944 in capitalized fees. In 1981, volume consisted of $2,735,341 in media, $856,648 in materials and services and $3,718,632 in capitalized fees. Accounts gained: Grinnell Systems, Remac Corp., Amfit Corp. Lost: GE-Calma, Otrona Corp., Valley Honey Assn. Billings breakdown: Newspapers 17%, magazines 26%, radio 4%, business papers 52%, direct mail 1%. Employes: 17. Top execs: Curtis Wright, president; Charles Fillhardt, vp-creative director; Lynn Battenberg, vp-treasurer.

Phone: (408) 287-8500.

Berk & Co., Boston, reported gross income of $1,600,000 in 1982, on billings of $10,500,000. In 1981, it reported gross income of $1,300,000 on billings of $9,200,000. Volume in 1982 consisted of $10,500,000 in media. In 1981, volume consisted of $9,200,000 in media. Figures include a subsidiary, W.J. Haughey Co. Accounts gained: Fanny Farmer Candies, Apahougen Lock & Security. Lost: Boston State College. Billings breakdown: Newspapers 5%, magazines 1%, radio 40%, spot tv 51%, outdoor 1%, direct mail 2%. Employes: 42 in two offices. Top execs: Kenneth Berk, president; Donald Shanbar, exec vp-general manager.

Phone: (617) 247-2800.

Berry, Brown, Dallas, reported gross income of $1,950,000 in 1982, on billings of $13,021,000. In 1981, when the agency was known as Sumner, Berry, Brown, it reported gross income of $1,032,900 on billings of $6,886,030. Volume in 1982 consisted of $9,249,300 in media, $1,350,000 in materials and services and $2,401,200 in capitalized fees. In 1981, volume consisted of $4,420,980 in media, $918,000 in materials and services and $1,394,030 in capitalized fees. Accounts gained: Quaker Oats Co.'s corn goods products and grocery products division, Trammel Crow Co.'s office buildings division, Anderson-Clayton Foods, Kaepa Athletic Shoes. Lost: Plumrose Meats. Billings breakdown: Newspapers 14%, magazines 20%, supplements 1%, radio 8%, spot tv 47%, outdoor 3%, business papers 1%, point of sale 4%, direct mail 2%. Employes: 25. Top execs: Robert Berry, chairman; Robert Brown, president.

Phone: (214) 521-0800.

Gross income of $1,000,000 to $5,000,000

William R. Biggs/Gilmore Associates, Kalamazoo, Mich., reported gross income of $2,456,000 and net income of $85,000 in 1982 on billings of $24,151,719. In 1981, it reported gross income of $2,183,000 and net income of $83,300 on billings of $19,411,000. Volume in 1982 consisted of $11,735,000 in media, $2,344,719 in materials and services and $10,072,000 in capitalized fees. In 1981, volume consisted of $8,828,000 in media, $2,273,000 in materials and services and $8,310,000 in capitalized fees. Accounts gained: Gibson Appliance, Consumers Power, Prab Robots, Stryker, Hammond Machine, Humphrey, Carolina Bay, Rossignol, Rotary, Seabrook, Sea Pines, Stokes. Lost: Pension & Group, Wheelabrator-Frye. Billings breakdown: Newspapers 3%, magazines 84%, radio 5%, spot tv 5%, outdoor 2%, direct mail 1%. Employes: 56 in four offices. Top execs: William R. Biggs, president; Jack Gauntlett, exec vp; Ronald Davis, David Hunt, senior vps; Don De Groot, secretary-treasurer.

Phone: (616) 349-7711.

Barry Blau & Partners, Wilton, Conn., reported gross income of $2,831,456 in 1982, on billings of $18,876,378. In 1981, it reported gross income of $2,665,296 on billings of $17,768,640. Volume in 1982 consisted of $873,650 in media, $9,489,600 in materials and services and $8,513,128 in capitalized fees. In 1981, volume consisted of $1,256,000 in media, $8,562,000 in materials and services and $7,950,640 in capitalized fees. Accounts gained: IBM, Stauffer Chemical, Airsystems, *Travel & Leisure*, Simplicity Pattern. Billings breakdown: Newspapers 2%, magazines 2%, supplements 8%, direct mail 88%. Employes: 42 in three offices. Top execs: Peter Blau, president; Ronald Friedman, senior vp-creative director; Dennis Eastham, Irv Mayer, Mark Goroff, senior vps.

Phone: (203) 762-8643.

William J. Bologna International, New York, reported gross income of $2,051,000 in 1982 on billings of $13,680,100. In 1981, it reported gross income of $1,266,000, of which $66,000 was overseas income, on total volume of $8,447,220. Volume in 1982 consisted of $13,680,100 in capitalized fees. In 1981, volume consisted of $163,000 in media, $7,844,000 in capitalized fees and $440,220 in overseas capitalized fees. Account lost: Skylark Associates. Billings breakdown: Magazines 60%, direct mail 30%, other 10%. Employes: 26. Top execs: William Bologna, president; Steven Girgenti, executive vp, Frank Hughes, creative director.

Phone: (212) 460-5980.

Bomstein Agency, Washington, reported gross income of $2,883,272 and net income of $18,524 in 1982 on billings of $15,108,247. In 1981, it reported gross income of $2,923,667 and net income of $81,091 on billings of $13,647,433. Volume in 1982 consisted of $9,213,401 in media, $690,036 in materials and services and $5,204,810 in capitalized fees. In 1981, volume consisted of $8,736,522 in media, $880,797 in materials and services and $4,030,114 in capitalized fees. Accounts gained: WRC-98 AM, Susan Kay Cosmetics, Marquee HBO, Oliver T. Carr Co., Computer Plus, Olin American Homes. Lost: David Clark & Associates, Georgetown Leather Design, Tysons Toyota, Holladay Corp., Aero Chevrolet. Billings breakdown: Newspapers 35%, magazines 2%, radio 8%, spot tv 7%, business papers 1%, transit 1%, direct mail 1%, other 45%. Employes: 22. Top execs: Howard Bomstein, president; Michael Gura, exec vp.

Phone: (202) 338-4700.

The Brady Co., Menomonee Falls, Wis. reported gross income of $1,361,666 in 1982, on billings of $9,443,435. In 1981, it reported gross income of $1,154,688 on billings of $7,704,569. Volume in 1982 consisted of $2,348,364 in media, $1,685,748 in materials and services and $5,409,323 in capitalized fees. In 1981, volume consisted of $2,537,000 in media, $1,229,968 in materials and services and $7,704,569 in capitalized fees. Accounts gained: Agrimerica Inc., Automated Systems Inc., Badger Meter, Catholic Knights Insurance Society, R.S. Landauer Jr. & Co., Northwestern National Insurance Co., Ph. Orth Co., RBP Chemical Corp., Selig Chevrolet, St. Francis Savings & Loan Assn., South Bend Sporting Goods, Xanar, Inc. Billings breakdown: Newspapers 6%, magazines 41%, radio 5%, farm publications 48%. Employes: 46 in two offices. Top exec: Karl F. Ohm, president.

Phone: (414) 255-0100.

BrainReserve Inc., New York, reported gross income of $1,345,000 in 1982 on billings of $9,049,000. In 1981, it reported gross income of $1,200,000 on billings of $8,037,000. Volume in 1982 consisted of $782,000 in materials and services and $8,267,000 in capitalized fees. In 1981, volume consisted of $700,000 in materials and services and $8,037,000 in capitalized fees. Accounts gained: Renfield Importers, Ballantine Books, Plus One Confidential, Bristol-Myers Co. Lost: Tom's of Maine. Billings breakdown: Magazines 35%, spot tv 65%. Employes: 20. Top execs: Faith Popcorn, co-founder, president; Stuart Pittman, co-founder, creative director; Peter East, exec vp-marketing.

Phone: (212) 371-3131.

Brand Advertising, Chicago, reported gross income of $1,303,389 in 1982, including $6,251 in overseas business, on billings of $10,752,090, including $48,182 overseas. In 1981, it reported gross income of $1,534,390, including $4,553 in overseas business, on billings of $11,803,000, including $37,949 overseas. U.S. volume in 1982 consisted of $6,593,247 in media, $1,078,964 in materials and services and $3,031,697 in capitalized fees; overseas volume consisted of $40,723 in media and $7,459 in materials and services. In 1981, U.S. volume consisted of $7,387,317 in media, $1,242,954 in materials and services and $3,134,780 in capitalized fees; overseas volume consisted of $31,524 in media and $6,325 in materials and services. Accounts gained: WBBM-FM, O'Hare Hilton Hotel, Optibelt Corp. Lost: Safety-Kleen Corp. Billings breakdown: Newspapers 13%, magazines 36%, supplements 3%, radio 23%, spot tv 17%, outdoor 2%, direct mail 3%, other 3%. Employes: 22. Top execs: Perry L. Brand, president; Kenneth Podolsky, senior vp-director of client services.

Phone: (312) 836-7777.

Brand Edmonds Associates, Salem, Va., reported gross income of $1,199,117 and net income of $138,145 in 1982 on billings of $8,725,951. In 1981, it reported gross income of $1,529,035 and net income of $295,477 on billings of $10,807,605. Volume in 1982 consisted of $6,070,731 in media, $922,207 in materials and services and $1,733,013 in capitalized fees. In 1981, volume consisted of $7,935,742 in media, $1,168,645 in materials and services and $1,703,218 in capitalized fees. Accounts gained: Bountiful Ridge Nurseries, Medical Facilities of America, Hanover Shoes (direct mail), Southern Flavoring, Georgia Bonded Fibers, Walter Grinders. Lost: Safeway Stores (Richmond market), Hampton (Va.) Chevrolet, Life of Virginia (direct mail). Billings breakdown: Newspapers 13%, magazines 18%, radio 22%, network tv 1%, spot tv 25%, outdoor 4%, business papers 8%, farm publications 1%, point of sale 5%, direct mail 3%. Employes: 32 in two offices. Top execs: Cecil Edmonds, Howard C. Packett, Jule E. Bolio.

Phone: (703) 389-8151.

John Brown & Partners, Seattle, reported gross income of $1,176,993 in 1982 on billings of $8,153,454. In 1981, it reported gross income of $1,160,972 on billings of $7,634,046. Volume in 1982 consisted of $6,117,960 in media, $737,279 in materials and services and $1,298,215 in capitalized fees. In 1981, volume consisted of $5,655,661 in media, $684,405 in materials and services and $1,293,980 in capitalized fees. Accounts gained: Harrington Chevrolet, Northern Sun, Vista Chevrolet, Western Washington Chevrolet Dealers Assn., KPLZ radio. Billings breakdown: Newspapers 20%, magazines 2%, supplements 1%, radio 32%, spot tv 40%, cable tv 1%, direct mail 3%, other 1%. Employes: 19. Top exec: John Brown, president.

Phone: (206) 622-9306.

Brown Keefe Marine/Bowes, Los Angeles, had estimated gross income of $1,125,000 in 1982, on billings of $7,500,000, all in media. In 1981, it also had estimated gross income of $1,125,000 on billings of $7,500,000. Volume in 1981 was also all in media. Account gained: Leisure Travel Service (Hawaiian vacations). Lost: Pleasant Hawaiian Holidays. Billings breakdown: Newspapers 20%, magazines 35%, radio and network tv 25%, outdoor 10%, point of sale 5%, direct mail 5%. Employes: 15. Top execs: James B. Marine, president; Rosalie G. Sanchez, vp-treasurer.

Phone: (213) 487-4600.

Broyles, Allebaugh & Davis, Englewood, Colo., reported gross income of $2,071,200 in 1982, on billings of $15,956,561. In 1981, it reported gross income of $2,194,505 on billings of $16,055,133. Volume in 1982 consisted of $5,197,900 in media, $1,652,937 in materials and services and $9,105,724 in capitalized fees. In 1981, volume consisted of $5,811,100 in media, $1,397,685 in materials and services and $8,846,348 in capitalized fees. Accounts gained: Pulte-American Builders, Alpine Savings & Loan, ICM Mortgage, Petroleum Information, Vac-Tech, Johnson & Johnson's Technicare Ultrasound. Lost: Financial Programs, Colorado Beef Board. Billings breakdown: Newspapers 7%, magazines 62%, radio 5%, network tv 3%, spot tv 14%, outdoor 1%, farm publications 2%, point of sale 2%, direct mail 2%, other 2%. Employes: 45. Top execs: George H. Eakins, president; Kent L. Eggleston, vp; James D. McCoy, secretary.

Phone: (303) 770-2000.

Bugli Co., New York, reported gross income of $1,000,900 in 1982 on billings of $4,026,686. In 1981, it reported gross income of $815,489 on billings of $3,007,219. Volume in 1982 consisted of $199,047 in media, $268,311 in materials and services and $3,559,328 in capitalized fees. In 1981, volume consisted of $95,901 in media, $268,731 in materials and services and $3,007,219 in capitalized fees. Billings breakdown: Newspapers 20%, magazines 35%, business papers 45%. Employes: 7. Top exec: Ralph Bugli, president.

Phone: (212) 687-1115.

Burton Advertising, Detroit, reported gross income of $1,611,000 in 1982, on billings of $10,740,000. In 1981, it reported gross income of $1,593,000 on billings of $10,619,500. Volume in 1982 consisted of $9,451,000 in media, $888,800 in materials and services and $400,200 in capitalized fees. In 1981, volume consisted of $9,411,000 in media, $875,000 in materials and services and $333,500 in capitalized fees. Accounts gained: Little Caeser Enterprises. Lost: Mr. Steak Co-ops, WKBD-TV. Billings breakdown: Newspapers 17%, magazines 14%, radio 18%, spot tv 38%, outdoor 3%, business papers 6%, other 4%. Employes: 30. Top execs: Rod Burton, president; Warren Kruger, executive vp; Brian Bremner, senior vp-creative director.

Phone: (313) 961-1166.

Burton-Campbell, Atlanta, reported gross income of $4,072,850 in 1982 on billings of $26,933,163. In 1981, it reported gross income of $3,012,026 on billings of $22,477,003. Volume in 1982 consisted of $14,629,686 in media, $4,705,224 in materials and services and $7,598,253 in capitalized fees. In 1981, volume consisted of $13,294,621 in media, $2,728,857 in materials and services and $6,453,525 in capitalized fees. Accounts gained: Atlantic Southeast Airlines, Brookwood Lodges, Landmark Banking, Hercules Inc., Marmac Publishing, Sunbeam, Trans Global Films. Billings breakdown: Newspapers 23%, magazines 23%, radio 10%, network and spot tv 41%, outdoor 3%. Employes: 88. Top exec: Ron Scharbo, president.

Phone: (404) 881-8585.

Busse & Cummins, San Francisco, had estimated gross income of $1,800,000 in 1982 on billings of $12,000,000. In 1981, it had estimated gross income of $1,300,000 on billings of $9,228,892. It did not break out volume for either year. Accounts gained: R. Dakin & Co., American Industries, San Francisco Opera, Cloud Enterprises. Lost: Franklin Savings & Loan Assn. Billings breakdown: Newspapers 14%, magazines 36%, radio 25%, network tv 5%, spot tv 15%, business papers 4%, other 1%. Employes: 24. Top execs: Walter G. Busse, president; Bernard J. Cummins, exec vp.

Phone: (415) 957-0300.

Lawrence Butner Advertising, New York, reported gross income of $1,203,750 and $77,520 in net income in 1982, on billings of $8,025,000. In 1981, it reported gross income of $902,070 and net income of $62,422 on billings of $6,013,800. Volume in 1982 consisted of $7,083,050 in media, $375,000 in materials and services and $566,950 in capitalized fees. In 1981, volume consisted of $5,228,550 in media, $285,000 in materials and services and $500,250 in capitalized fees. Accounts gained: Charles Schwao & Co., *Golf Digest*. Lost: The defunct *Book Digest*. Billings breakdown: Newspapers 4%, radio 30%, network tv 20%, spot tv 20%, cable tv 20%, business papers 3%, transit advertising 1%, direct mail 2%. Employes: 16. Top execs: Lawrence Butner, president; Eleanor Butner, Nevil Cross.

Phone: (212) 753-7054.

Harold Cabot & Co., Boston, had estimated gross income of $4,800,000 in 1982 on billings of $32,000,000. In 1981, it had estimated gross income of $4,500,000 on billings of $30,000,000. The company did not break out its volume for 1982 or 1981. Accounts gained: Fidelity Management & Research Corp., Northeastern University, Spinnaker Software Corp., Yellow Pages of New York, IDE Corp., Security Deposit. Lost: Home Theater Network, Mass-Save. Billings breakdown: Print 44%, broadcast 44%, production 12%. Employes: 92. Top exec: James Summers, president-ceo.

Phone: (617) 426-7600.

Cal-Ad Co., Burbank, Cal., reported gross income of $1,900,000 in 1982 on billings of $10,405,000. In 1981, it reported gross income of $1,750,000 on billings of $10,113,250. Volume in 1982 consisted of $400,000 in media and $10,005,000 in capitalized fees. In 1981, volume consisted of $275,000 in media and $9,838,250 in capitalized fees. Billings breakdown: Newspapers 5%, magazines 30%, point of sale 5%, direct mail 60%. Employes: 24. Top exec: Clint Dimon, president.

Phone: (213) 845-3748.

Caravetta Allen Kimbrough/BBDO, Coral Gables, Fla., a BBDO subsidiary, reported gross income of $1,637,946 in 1982 on billings of $10,925,103. The company did not report results for 1981. Volume in 1982 consisted of $8,875,385 in media, $2,049,718 in materials and services. Billings breakdown: Newspapers 32%, magazines 12%, radio 20%, spot tv 30%, outdoor 6%. Employes: 16. Top exec: John L. Kimbrough, president.

Phone: (305) 448-4741.

Caraway Kemp Communications, Jacksonville, Fla., reported gross income of $1,500,000 in 1982 on billings of $15,273,610. In 1981, it reported gross income of $1,500,000 on billings of $11,918,297. Volume in 1982 consisted of $11,801,320 in media, $891,000 in materials and services and $2,581,290 in capitalized fees. In 1981, volume consisted of $9,052,968 in media, $714,921 in materials and services and $2,150,408 in capitalized fees. Accounts gained: The Cantrell Co., Fletcher Land Corp., Sally Automation, St. Augustine Beach & Tennis Club, U.S. Professional Tennis Assn., Magic Tree Resort, Gulfstream Land Corp., Argyle Forest, The Abstein Co., Chell Development Corp. Lost: Products Four Inc., Fidelity Federal Savings. Billings breakdown: Newspapers 22%, magazines 15%, radio 10%, spot tv 26%, outdoor 12%, other 15%. Employes: 36. Top execs: William D. Kemp Jr., president; John E. Caraway, chairman.

Phone: (904) 355-1505.

Carlson, Liebowitz & Olshever, Los Angeles, reported gross income of $2,100,000 in 1982 on billings of $14,700,000. In 1981, it reported gross income of $2,000,000 on billings of $15,100,000. Volume in 1982 consisted of $11,200,000 in media, $1,500,000 in materials and services and $2,000,000 in capitalized fees. In 1981, volume consisted of $11,000,000 in media, $1,100,000 in materials and services and $3,000,000 in capitalized fees. Accounts gained: Ajax Rent a Car, Home Federal Savings & Loan (Tucson), Love's Enterprises, Texman Sportswear, Pacific Green/Nunes. Lost: Purex Corp., Chevrolet Dealers of Southern California. Billings breakdown: Newspapers 7%, magazines 33%, radio 7%, network tv 51%, outdoor 2%. Employes: 40. Top execs: Leon Olshever, president-ceo; Iz Liebowitz, exec vp-creative director; Rod Damrow, senior vp-media director.

Phone: (213) 935-5571.

Carmichael-Lynch Advertising, Minneapolis, reported gross income of $4,066,000 in 1982 on billings of $27,113,000. In 1981, it reported gross income of $3,969,000 on billings of $26,677,000. Volume in 1982 consisted of $10,123,000 in media, $3,437,000 in materials and services and $13,553,000 in capitalized fees. In 1981, volume consisted of $14,658,000 in media, $3,168,000 in materials and services and $8,851,000 in capitalized fees. Accounts gained: Active Buyers Network, WFRV-TV (Green Bay, Wis.), Dain Savings Assn., Gardena Inc. Lost: International Multifoods (Kretchsmer wheat germ, Kaukauna cheeses, Robin Hood flour, LaCrost pizza mix, Cracked Wheat Crunch cereal). Billings breakdown: Newspapers 15%, magazines 18%, radio 9%, spot tv 32%, outdoor 4%, business papers 2%, farm publications 1%, transit advertising 1%, point of sale 15%, direct mail 3%. Employes: 100. Top execs: Leland T. Lynch, chairman-creative director; Lou Bacig, president; Ed Coleman, senior vp-finance and administration; Jerry Stahl, senior vp-management supervisor; Steven Goldstein, senior vp, management supervisor.

Phone: (612) 871-8300.

Carr Liggett, Cleveland, reported gross income of $3,437,660 in 1982 on billings of $26,065,182. In 1981, it reported gross income of $3,478,019 on billings of $26,292,714. Volume in 1982 consisted of $10,584,108 in media, $3,774,998 in materials and services and $11,706,076 in capitalized fees. In 1981, volume consisted of $9,791,467 in media, $3,827,220 in materials and services and $12,674,027 in capitalized fees. Accounts gained: McDermott Marine Construction, Peabody Galion. Lost: None. Billings breakdown: Newspapers 5%, radio 6%, network tv 2%, spot tv 29%, cable tv 1%, business papers 49%, Yellow Pages 8%. Employes: 78. Top execs: Harold A. Shoup, president-ceo; John M. Morton, vice-chairman; Michael W. Carlton, senior vp; Davis Young, senior vp.

Phone: (216) 696-0330.

Gross income of $1,000,000 to $5,000,000

Carter, Callahan & Associates, San Jose, Cal., reported gross income of $1,437,317 in 1982 on billings of $9,800,367. In 1981, it reported gross income of $915,952 on billings of $9,073,895. Volume in 1982 consisted of $1,210,350 in media, $1,068,418 in materials and services and $7,521,599 in capitalized fees. In 1981, volume consisted of $1,008,712 in media, $1,177,554 in materials and services and $6,887,629 in capitalized fees. Accounts gained: Vaes Computers, Advance Technical Services, California Business Bank, CPS Commerical Real Estate, Half Moon Bay Properties, International Micro Circuits, SK Brown Construction, Telesys, WSI Builders. Lost: Carma Developers, Computhink, Derringer Associates, Doric Development, Friday Computers, Intersil Recruitment, Micro Air Systems, Pinetree, Peripheral Marketing, Ste. Claire Hotel, Tempositions, Universal Financial. Billings breakdown: Newspapers 30%, magazines 21%, radio 15%, spot tv 5%, outdoor 2%, business papers 15%, direct mail 12%. Employes: 33 in two offices. Top execs: Peter S. Carter, president; Edna M. Markham, ceo.

Phone: (408) 998-5433.

Castor Spanish International, New York, had estimated gross income of $1,800,000 in 1982, on billings of $12,000,000. In 1981, it had estimated gross income of $1,500,000 on billings of $10,200,000. Volume in 1982 consisted of $10,500,000 in media and $1,500,000 in materials and services. Its 1981 volume was not broken out. Accounts gained: Citibank, Club Cocktails, Lancers Wine. Lost: Chemical Bank. Billings breakdown: Newspapers 7%, magazines 15%, radio 20%, network tv 10%, spot tv 30%, outdoor 10%, business papers 2%, transit advertising 3%, point of sale 3%. Employes: 30 in three offices. Top exec: Castor Fernandez, president.

Phone: (212) 867-4065.

Cavalieri Kleier, New York, reported gross income of $1,350,000 and net income of $100,000 in 1982 on billings of $9,001,500. In 1981, it reported gross income of $1,107,500 and net income of $70,000 on billings of $7,384,600. Volume in 1982 consisted of $5,000,000 in media, $1,000,000 in materials and services and $3,001,500 in capitalized fees. In 1981, volume consisted of $4,000,000 in media, $850,000 in materials and services and $2,534,600 in capitalized fees. Accounts gained: Cable Health Network, MCA Videodisc, Brown Cow Yogurt, Loews Glenpointe. Billings breakdown: Newspapers 30%, magazines 30%, radio 15%, spot tv 5%, business papers 20%. Employes: 28 in two offices. Top execs: John Cavalieri, chairman; Ian Kleier, vice-chairman.

Phone: (212) 758-7428.

Cochrane Chase, Livingston & Co., Irvine, Cal., reported gross income of $4,712,740 in 1982, on billings of $49,627,107. It did not report its 1981 figures. Volume in 1982 consisted of $17,303,664 in media, $5,455,709 in materials and services and $26,867,734 in capitalized fees. Accounts gained: Avery Label, Beckman Instruments, Butterfield Equities, Coopervision Systems, Memorex. Lost: Continental Restaurant Systems, Integrated Resources Marketing, Subaru Dealers of Southern California, Western Digital. Billings breakdown: Newspapers 11%, magazines 17%, supplements 3%, radio 13%, spot tv 53%, outdoor 3%. Employes: 85. Top execs: Cochrane Chase, chairman; Lynn Livingston, president; Ray Roschmann, senior vp.

Phone: (714) 752-6171.

Ted Chin & Co., New York, had gross income of $1,810,000 in 1982, on billings of $12,220,000. In 1981, it had gross income of $1,625,000 on billings of $11,400,000. Volume in 1982 consisted of $5,407,000 in media, $810,000 in materials and services and $6,003,000 in capitalized fees. In 1981, volume consisted of $4,957,000 in media, $740,000 in materials and services and $5,703,000 in capitalized fees. Accounts gained: Citizen Watch Co.; Nabisco Brands. Billings breakdown: Newspapers 10%, magazines 22%, radio 5%, network tv 13%, spot tv 35%, cable tv 1%, outdoor 1%, business papers 10%, transit advertising 3%. Employes: 24. Top exec: Ted Chin, president.

Phone: (212) 421-8989.

Coakley Heagerty Cos. Ltd., Santa Clara, Cal., reported gross income of $1,074,074 and net income of $83,185 in 1982 on billings of $7,164,074. In 1981, it reported gross income of $1,147,919 and net income of $56,204 on billings of $7,656,620. Volume in 1982 consisted of $1,065,409 in media, $541,748 in materials and services and $5,556,917 in capitalized fees. In 1981, volume consisted of $1,382,054 in media, $932,983 in materials and services and $5,341,583 in capitalized fees. Accounts gained: O'Connor Hospital, State Savings & Loan (real estate), Deerfield Development, San Jose Museum of Art, Westside Bank, Armax, Cal-West Communities, National Safe Depository. Lost: None. Billings breakdown: Newspapers 56%, magazines 8%, radio 6%, spot tv 18%, cable tv 0.1%, outdoor 0.9%, business papers 8%, direct mail 3%. Employes: 24.

Phone: (408) 249-6242.

Cohen & Greenbaum, Chicago, reported gross income of $1,092,500 in 1982 on billings of $6,967,050. In 1981, it reported gross income of $972,000 on billings of $6,200,350. Volume in 1982 consisted of $5,250,000 in media, $950,000 in materials and services and $767,050 in capitalized fees. In 1981, volume consisted of $4,650,000 in media, $850,000 in materials and services and $700,350 in capitalized fees. Accounts gained: Kemper Financial Services, Kemper Investors Life Insurance Co., Marshall Field & Co. commercial interiors division, Malnati's Pizza. Lost: Futures Discount Group. Billings breakdown: Newspapers 20%, magazines 15%, radio 20%, spot tv 15%, business papers 20%, farm publications 5%, other 5%. Employes: 12. Top execs: Michael Greenbaum, president-creative director.

Phone: (312) 787-2180.

Robert L. Cohn Advertising, Northbrook, Ill., reported gross income of $1,820,000 in 1982 on billings of $12,447,300. In 1981, it reported gross income of $1,672,350 on billings of $11,149,000. Volume in 1982 consisted of $10,100,000 in media, $980,000 in materials and services and $1,367,300 in capitalized fees. In 1981, volume consisted of $9,030,000 in media, $919,000 in materials and services and $1,200,000 in capitalized fees. Accounts gained: Sears Chicago area retail stores, Shaw Creations, Thompson Medical Co. Lost: None. Billings breakdown: Newspapers 5%, magazines 20%, radio 15%, network tv 10%, spot tv 45%, business papers 5%. Employes: 17. Top execs: Robert L. Cohn, president; Alan Surgal, Peg Bartelson, exec vps.

Phone: (312) 291-2300.

Colle & McVoy Advertising Agency, Minneapolis, reported estimated gross income of $4,730,000 in 1982 on billings of $31,575,194. In 1981, it reported estimated gross income of $4,095,517 on billings of $27,167,777. Volume in 1982 consisted of $15,540,900 in media, $12,992,454 in materials and services and $3,041,840 in capitalized fees. In 1981, volume consisted of $14,606,000 in media, $10,294,311 in materials and services and $2,267,466 in capitalized fees. Accounts gained: Webb Co., AgriPharm, Osborn and Pet Food divisions of International Multifoods, Waterloo Industries, Conrad-American, Minnesota Mutual Fire & Casualty, Woolley's Restaurant, Y-Tex, State of Minnesota Department of Tourism. Resigned: Despatch, Dyna Technology. Billings breakdown: Newspapers 25%, magazines 18%, radio 14%, network tv 25%, outdoor 3%, farm publications 13%, other 2%. Employes: 113 in five offices. Top execs: Clarence M. Thompson Jr., ceo-chairman; Ray Foley, president.

Phone: (612) 861-7181.

Ralph Kent Cooke Inc., Los Angeles, had estimated gross income of $1,800,000 in 1982 on billings of $12,000,000. In 1981, it reported gross income of $1,950,004 on billings of $13,000,300. Volume in 1982 consisted of $8,799,000 in media, $1,200,000 in materials and services and $2,001,000 in capitalized fees. In 1981, volume consisted of $9,432,600 in media, $1,500,000 in materials and services and $2,067,700 in capitalized fees. Media breakdown: Newspapers 10%, magazines 3%, radio 38%, network/spot tv 35%, outdoor 12%, business papers 2%. Employes: 26. Top exec: Michael Hooper, president.

Phone: (213) 879-5885.

Frank J. Corbett Inc., Chicago, reported gross income of $3,000,000 in 1982 on billings of $20,000,000. In 1981, it reported gross income of $2,600,000 on billings of $17,300,000. Volume in 1982 consisted of $20,000,000 in capitalized fees. In 1981, volume consisted of $17,300,000 in capitalized fees. The agency has one subsidiary, Vis-U-Com Inc. Accounts gained: Alcon Laboratories consumer products division, Bemis Health Care, Ascot Hospital Pharmaceuticals, Travenol Laboratories, Medical Engineering Corp. Lost: Winthrop Laboratories, Gambro. Billings breakdown: Point of sale 5%, direct mail 55%, other 40%. Employes: 50. Top execs: Frank J. Corbett, chairman; John J. Fisher, president.

Phone: (312) 664-5310.

Craig, Lamm, Hensley & Alderman Advertising, Houston, reported gross income of $2,477,354 in 1982 and net income of $72,400 on billings of $16,523,951. In 1981, it reported gross income of $1,987,969 and net income of $52,700 on billings of $13,259,753. Volume in 1982 consisted of $4,520,784 in media, $4,520,123 in materials and services and $7,483,044 in capitalized fees. In 1981, volume consisted of $3,839,515 in media, $3,634,013 in materials and services and $5,786,225 in capitalized fees. The agency has one subsidiary, Hill Audio-Visual Productions. Accounts gained: Bernard Johnson Inc., Butterworth Inc., Carrier-Houston, Club Management Systems, Hughes MPD, Lyman Personnel, Mustang Tractor & Equipment, Pritchett Engineering, Temple Industries, Wet Energy. Lost: Brown Oil Tools, Eastman-Whipstock, Fogle Equipment Co., MECO, NL Baroid, NL Hycalog, Oteco Equipment Co., Voss International. Billings breakdown: Newspapers 2%, magazines 1%, radio 2%, outdoor 1%, business papers 93%, farm publications 1%. Employes: 41 in two offices. Top execs: Douglas S. Craig, chairman; Donald C. Lamm, president.

Phone: (713) 621-2680.

Crocker & Hull Advertising, New York, reported gross income of $1,048,000 in 1982, on billings of $6,983,000. In 1981, it reported gross income of $928,950 on billings of $6,193,000. Volume in 1982 consisted of $452,000 in media, $282,000 in materials and services and $6,249,000 in capitalized fees. In 1981, volume consisted of $381,000 in media, $223,000 in materials and services and $5,589,000 in capitalized fees. Accounts gained: Johnson & Johnson (new products), Warner-Lambert (new products), MBS Jewelry, *Family Circle*. Billings breakdown: Newspapers 8%, spot tv 77%, business papers 15%. Employes: 8 in three offices. Top execs: Kenneth Crocker, president; Richard Hull, exec vp.

Phone: (212) 697-7360.

DBG&H Unlimited, Dallas, reported gross income of $3.884,701 in 1982 on billings of $27,5[illegible]6,956. Billings include offices in Albuquerque, Phoenix, Fort Worth and San Antonio. In 1981, it reported gross income of $3,330,508 on billings of $22,214,488. The agency did not break out volume for either year. Accounts gained: NPC, Hugh Konell & Sons, The Pavilion at Rawhide, CSC Development. Billings breakdown: Newspapers 50%, magazines 20%, radio 10%, network tv 5%, outdoor 5%, direct mail 10%. Employes: 130 in five offices. Top execs: David C. Dozier, president; Martha L. Gallier, senior vp; Sharon J. Baca, senior vp.

Phone: (214) 638-7723.

The DR Group, New York, estimated its 1982 gross income at $1,709,000 on estimated billings of $20,097,000. Billings include DR's Boston office. In 1981, it reported gross income of $1,750,000 on billings of $18,295,000. Volume in 1982 consisted of $269,000 in media, $8,696,000 in materials and services and $11,132,000 in capitalized fees. In 1981, volume consisted of $270,000 in media, $6,326,000 in materials and services and $11,699,000 in capitalized fees. Accounts gained: *U.S. News & World Report* (circulation), Rums of Puerto Rico, Diners Club (commercial cards), *Publishers Weekly*, Western Electric, Dun & Bradstreet (business education division), Philadelphia National Bank. Lost: National Aeronautical Institute. Billings breakdown: Newspapers 1%, magazines 2%, direct mail 50%, other (printed promotion materials) 47%.

Employes: 54 in two offices. Top execs: George J. Zahka, chairman; C. James Schaefer, president; Arthur R. Wilson, executive vp; William S. Stockdale, William C. Allen and Peter F. Rossi, senior vps.

Phone: (212) 391-8600.

Dawson, Johns & Black, Chicago, reported gross income of $1,989,000 in 1982, on billings of $13,200,000. In 1981, it reported gross income of $2,100,000 on billings of $11,200,000. Volume in 1982 consisted of $4,300,000 in media and $8,900,000 in capitalized fees. In 1981, volume consisted of $4,100,000 in media and $7,100,000 in capitalized fees. Accounts gained: International Games, Uniwatch Inc., United Communications Systems, WGN Radio, Tribune Productions. Lost: Chicago Sting, Lowes, Inc. Billings breakdown: Newspapers 8%, magazines 15%, supplements 2%, radio 11%, spot tv 62%, outdoor 2%. Employes: 27. Top execs: R. Powell Johns, Jr., president; James P. Black, Marion D. Dawson, Robert G. Kaplan, executive vps.

Phone: (312) 670-2200.

De Bruyn-Rettig Advertising, El Paso, Tex., reported gross income of $1,136,675 in 1982, on billings of $7,199,798. In 1981, its estimated gross income was $810,000 on billings of $5,400,000. Volume in 1982 consisted of $1,152,920 in media, $1,001,190 in materials and services and $5,045,688 in capitalized fees. Volume for 1981 was not reported. Accounts gained: El Paso Convention & Visitors Bureau, Reinhart's, Ron Martin & Associates, Buck Rogers Travel Service, D&R Meats, El Paso Rehabilitation, Fortune Lincoln Mercury, Harrison Business Interiors, Septor, Providence Memorial Hospital, Western Sportswear. Lost: Handler Fenton, Promotora de la Chihuahua. Billings breakdown: Newspapers 8%, magazines 16%, radio 8%, spot tv 14%, outdoor 1%, other 53%. Employes: 27. Top execs: Erich R. de Bruyn, president; Henry Rettig, vp; Louell Cagle-Powell, treasurer; Stafford Werner, vp.

Phone: (915) 592-4191.

David Deutsch Associates, New York, reported gross income of $2,098,933 in 1982 on billings of $14,000,000. In 1981, it reported gross income of $1,950,000 on billings of $13,000,000. Volume in 1982 consisted of $12,600,220 in media, $506,000 in materials and services and $873,780 in capitalized fees. In 1981, volume consisted of $1,700,000 in media, $470,000 in materials and services and $830,000 in capitalized fees. Accounts gained: Singer Sewing Machines, Maxim's de Paris champagne, Gulf Air, Corry Jamestown, Nettleton Shoes, National Securities & Research Corp., American Journal of Nursing Publishing Co. Lost: Sero Shirts, Nicholas Laboratories. Billings breakdown: Newspapers 5%, magazines 30%, radio 15%, spot tv 25%, business papers 10%, transit advertising 5%, point of sale 5%, direct mail 5%. Employes: 25. Top execs: David Deutsch, chairman; James Aucone, president; Rocco Campanelli, vice-chairman; J. Kevin Buckley, Gilbert Ziff, senior vps.

Phone: (212) 867-0044.

PORTFOLIO:

Pesin, Sydney & Bernard

We do ads that reverberate, that echo and re-echo long after they appear. They don't just ricochet off the surface of people's consciousness, they penetrate it. We develop a cheering section among readers for the products of our clients. We motivate them to become fans, to become actively involved. For example, our campaign for Bon Ami cleanser continues to draw thousands of letters from consumers, applauding its ecological stand and promising their ardent support. Our ad campaigns for Waterford crystal during the past 20 years have been instrumental in developing a special relationship with collectors. To quote a typical letter, "Your ad was special. Many thanks for establishing a level of elegance we can aspire to. Please send me a copy so I can hang it on my wall."

Gross income of $1,000,000 to $5,000,000

Doe-Anderson Advertising Agency, Louisville, Ky., reported gross income of $3,068,787 in 1982, on billings of $23,066,332. In 1981, it reported gross income of $2,456,746 on billings of $19,318,048. Volume in 1982 consisted of $11,131,945 in media, $2,026,942 in materials and services and $9,907,445 in capitalized fees. In 1981, volume consisted of $7,643,782 in media, $2,131,164 in materials and services and $9,543,102 in capitalized fees. Accounts gained: McDonald's Kentuckiana Co-op, Transit Authority of River City. Billings breakdown: Newspapers 9%, magazines 41%, radio 26%, outdoor 3%, business papers 21%. Employes: 65. Top exec: Robert S. Allison, president.

Phone: (502) 589-1700.

Dorritie & Lyons, New York, had estimated gross income of $2,800,000 in 1982 on billings of $19,200,000. In 1981, it had estimated gross income of $1,200,000 on billings of $8,000,000. Volume in 1982 consisted of $15,000,000 in media, $1,800,000 in materials and services and $2,400,000 in capitalized fees. In 1981, volume consisted of $5,000,000 in media, $1,200,000 in materials and services and $1,800,000 in capitalized fees. Accounts gained: Ortho Pharmaceuticals, Pfizer International, (Cardovar and European Management Center). Billings breakdown: Newspapers 1%, magazines 80%, business papers 4%, point of sale 10%, other 5%. Employes: 28. Top execs: John Dorritie, president.

Phone: (212) 687-9394.

Dudreck DePaul Ficco & Morgan, Pittsburgh, reported gross income of $1,300,000 and net income of $160,000 in 1982 on billings of $11,027,000. In 1981, it reported gross income of $974,000 and net income of $110,000 on billings of $8,450,000. Volume in 1982 consisted of $3,787,000 in media, $1,463,000 in materials and services and $5,777,000 in capitalized fees. In 1981, volume consisted of $3,266,000 in media, $1,182,000 in materials and services and $4,002,000 in capitalized fees. Accounts gained: Dollar Bank, Verosol USA, Westinghouse Air Brake Co., Union Switch & Signal, Kings Country Shoppes. Lost: Roffler Industries, Southwest National Bank. Billings breakdown: Newspapers 5%, magazines 7%, radio 10%, spot tv 28%, outdoor 1%, business papers 15%, other 34%. Employes: 30 in two offices. Top execs: Albert Dudreck, chairman; John DePaul, president; James Ficco, Paul Morgan, exec vps.

Phone: (412) 242-2580.

Dugan/Farley Communications, Montvale, N.J., reported gross income of $3,367,712 in 1982, on billings of $22,060,507. In 1981, it reported gross income of $2,738,034 on billings of $17,967,000. Volume in 1982 consisted of $4,209,640 in media, $2,038,352 in materials and services and $15,812,515 in capitalized fees. In 1981, volume consisted of $3,425,000 in media, $1,656,000 in materials and services and $12,886,000 in capitalized fees. Billings breakdown: Magazines 65%, direct mail 15%, other 20%. Employes: 30. Top exec: John P. Dugan, president.

Phone: (201) 391-1500.

Dwelley, Citrin & Associates, Poughkeepsie, N.Y., reported gross income of $1,602,792 in 1982 on billings of $9,422,971. In 1981, it reported gross income of $1,570,736 on billings of $9,087,874. Volume in 1982 consisted of $807,550 in media, $700,772 in materials and services and $7,914,649 in capitalized fees. In 1981, volume consisted of $824,030 in media, $644,710 in materials and services and $7,619,134 in capitalized fees. Accounts gained: Topic Systems, Flakt Industries, Mecca Development, DCD Technologies, Dutchess Bank & Trust, Cambridge Instruments. Lost: Poughkeepsie Savings Bank, Avis Drive & Park, Sarum Tea Co., Brendans at the Airport, American Craft Industries. Billings breakdown: Newspapers 15%, magazines 15%, radio 25%, outdoor 2%, business papers 25%, direct mail 15%, other 3%. Employes: 10. Top execs: Richard Dwelley, chairman; Michael Citrin, president.

Phone: (914) 452-8080.

Ehrlich-Manes & Associates, Bethesda, Md., had estimated gross income of $4,500,000 in 1982 on billings of $30,140,502. In 1981, it had estimated gross income of $4,000,000 on billings of $26,224,353. Volume in 1982 consisted of $20,977,872 in media, $3,073,573 in materials and services and $6,089,057 in capitalized fees. In 1981, volume consisted of $18,461,944 in media, $2,701,111 in materials and services and $5,061,298 in capitalized fees. Accounts gained: *Air Market News*, Chevy Chase Athletic Club, Coles Furniture Broadcast, Dadd/Atanca, DISCUS, Finnegan's Car, Kramer Associates, Botanix, Karisma, Selo Inc., Makro Self Service Wholesale Corp., Management Safeguards, Mark 1 Greeting Cards, Metropolitan Radio Telephone Systems, Metrosports, Milton Barlow/Phoenix Assn., National Assn. of Chain Drug Stores, Neurology Center, Penn International Marine Agencies, Prince Georges General Hospital, *Production*, Publishers Press, Raleigh's, Rozansky & Kay, Spacecom, Washington Convention Center, World Fragrances Ltd. Billings breakdown: Newspapers 20%, magazines 8%, radio 12%, spot tv 15%, business papers 14%, direct mail 7%, other 24%. Employes: 65. Top execs: Alvin Ehrlich, chairman; Nella Manes, president; Jerry Caplan, Neal Edwards, Charles Smith and Sherwin Stein, senior vps.

Phone: (301) 657-1800.

Eisner & Associates, Baltimore, reported gross income of $2,128,175 in 1982 on billings of $14,186,449. In 1981, it reported gross income of $1,624,342 on billings of $10,731,125. Volume in 1982 consisted of $9,534,000 in media, $1,169,000 in materials and services and $3,483,449 in capitalized fees. In 1981, volume consisted of $7,008,000 in media, $805,000 in materials and services and $2,918,125 in capitalized fees. Accounts gained: Automatic Revenue Control, Biltrite Corp. shoe factory division, Columbia Inn division of Rouse Co., Home Viewing Systems, Houston Bowling Proprietors Assn., Merritt Savings & Loan, WYST-AM, Versailles at Rosemont. Billings breakdown: Newspapers 29%, magazines 6%, radio 20%, spot tv 30%, outdoor 3%, business papers 5%, point of sale 3%, direct mail 3%, other 1%. Employes: 42. Top execs: Harry Eisner, president; Harry London, exec vp.

Phone: (301) 685-3390.

William Eisner & Associates, Hales Corner, Wis., reported gross income of $1,331,058 and net income of $85,354 in 1982 on billings of $9,381,239. In 1981, it reported gross income of $1,357,400 and net income of $93,400 on billings of $9,780,572. Volume in 1982 consisted of $1,833,193 in media, $520,434 in materials and services and $7,027,612 in capitalized fees. In 1981, volume consisted of $2,050,800 in media, $448,800 in materials and services and $7,280,972 in capitalized fees. Accounts gained: Bostrom division UOP, Everbrite Electric Signs, Heritage Wisconsin Corp., Taubman Co., Tennessee State Fair, Wisconsin State Fair. Lost: Almco division, Scotsman Ice Systems. Billings breakdown: Newspapers 6%, magazines 56%, radio 12%, spot tv 4%, outdoor 5%, other 17%. Employes: 34 in two offices. Top exec: William F. Eisner, president.

Phone: (414) 425-8800.

Elkman Advertising, Bala-Cynwyd, Pa., reported gross income of $4,365,000 in 1982, on billings of $34,922,600. In 1981, it reported gross income of $3,500,000 on billings of $24,116,740. Volume in 1982 consisted of $20,000,000 in media (including $5,000,000 in noncommissionable media and media billed directly to clients), $3,050,000 in materials and services and $11,872,600 in capitalized fees. In 1981, volume consisted of $15,050,000 in media, $2,250,000 in materials and services and $6,816,740 in capitalized fees. Accounts gained: Finance One of California, Dietz & Watson, Lionel Leisure, Modern Maid Ranges and Copelco Inc. Lost: Bemco Associates. Billings breakdown: Newspapers 13%, magazines 5%, radio 19%, spot tv 60%, outdoor 1%, business papers 2%. Employes: 105 in two offices. Top execs: Stanley Elkman, ceo; Donald Tuckerman, president; Donald Rosenblit, senior vp.

Phone: (215) 835-2400.

Emerson/Nichols/Bailey, Dallas, reported gross income of $1,924,840 in 1982 on billings of $15,271,745. In 1981, it reported gross income of $869,645 on billings of $5,855,238. Volume in 1982 consisted of $10,522,459 in media, $2,053,163 in materials and services and $2,696,123 in capitalized fees. In 1981, volume consisted of $3,892,666 in media, $716,136 in materials and services and $1,246,436 in capitalized fees. Accounts gained: Irving Convention and Visitors Bureau, McBiz Inc., Adventure Restaurant Corp., Alexander Brothers Baking, Wendy's of Wisconsin-Interstate Food Service of Wisconsin, Altex, Jacobsen O'Leary. Billings breakdown: Newspapers 28%, magazines 1%, radio 7%, network and spot tv 62%, outdoor 1%, other 1%. Employes: 60 in three offices. Top exec: Stan Emerson, president.

Phone: (214) 257-0123.

John Emmerling Inc., New York, reported gross income of $1,079,400 in 1982, on billings of $7,100,000. In 1981, it reported gross income of $890,750 on billings of $5,938,440. Volume in 1982 consisted of $5,707,000 in media, $559,000 in materials and services and $834,000 in capitalized fees. In 1981, volume consisted of $5,300,000 in media, $425,000 in materials and services and $213,440 in capitalized fees. Accounts gained: The Hongkong & Shanghai Banking Corp., Halston Fragrances. Billings breakdown: Newspapers 4%, magazines 18%, radio 10%, network tv 10%, spot tv 42%, business papers 14%, transit advertising 2%. Employes: 11. Top execs: John Emmerling, chairman; James R. Guthrie, president; Arthur P. Gilmore, exec vp.

Phone: (212) 751-7460.

Epsilon, Burlington, Mass., had estimated gross income of $2,400,000 in 1982 on billings of $15,005,000. In 1981, it had estimated gross income of $1,700,000 on billings of $10,670,000. Volume in 1982 consisted of $5,000,000 in materials and services and $10,005,000 in capitalized fees. In 1981, volume consisted of $4,000,000 in materials and services and $6,670,000 in capitalized fees. Accounts gained: MCI Corp., Hertz, Pan American World Pass Program, Hyatt Hotels, Sotheby Parke Bernet. Billings breakdown: Point of sale 1%, direct mail 99%. Employes: 80 in three offices. Top exec: Thomas Jones, chairman-ceo.

Phone: (617) 273-0250.

Fairfax Inc., New York, reported gross income of $1,800,000 in 1982, on billings of $18,500,000. In 1981, it reported gross income of $1,750,000 on billings of $18,000,000. Volume in 1982 consisted of $16,500,000 in media, $1,000,000 in materials and services and $1,000,000 in capitalized fees. In 1981, volume consisted of $16,500,000 in media, $1,000,000 in materials and services and $500,000 in capitalized fees. Accounts gained: Carol Wright Sales, Catalogs USA, Philippe-LaFrance, Columbia Mint, King-Size Co., Samuel Lehrer & Co., Broadway Film, International Coins & Currency, Allied Consumer Services. Lost: Glick Construction Co., Ed Sale Guitar Co. Billings breakdown: Newspapers 24%, magazines 28%, supplements 40%, radio 2%, spot tv 2%, outdoor 1%, business papers 1%, farm publications 1%, transit advertising 1%. Employes: 35. Top execs: Stanley I. Fishel, chairman; James W. Fishel, president.

Phone: (212) 350-1800.

Faller Klenk & Quinlan, Buffalo, reported gross income of $3,368,438 in 1982, on billings of $20,847,385. In 1981, it reported gross income of $2,872,000 on billings of $16,532,350. Volume in 1982 consisted of $12,030,539 in media, $6,762,486 in materials and services and $2,054,360 in capitalized fees. In 1981, volume consisted of $10,135,000 in media, $5,030,000 in materials and services and $1,367,350 in capitalized fees. Accounts gained: Aurora Tech, Cansan Consumer Products, Independent Health Assn., Spirolet Corp. Billings breakdown: Newspapers 7%, magazines 14%, radio 7%, network tv 9%, spot tv 15%, cable tv 2%, business papers 20%, point of sale 10%, direct mail 14%, other 2%. Employes: 91 in three offices. Top exec: Robert O. Faller, president.

Phone: (716) 688-1177.

Fearon O'Leary Kaprielian, New York, formerly Fearon/O'Leary, reported gross income of $1,215,000 in 1982, on billings of $8,100,000. In 1981, it reported gross income of $840,503 on billings of $5,540,000. Volume in 1982 consisted of $6,700,000 in media, $1,200,000 in materials and services and $200,000 in capitalized fees. In 1981, volume consisted of $4,700,000 in media, $660,000 in materials and services and $180,000 in capitalized fees. Accounts gained: RCA Corporate Communications, Morning Catch, Waldorf-Astoria, HOM Menswear, Halcyon Cove Hotel & Casino. Billings breakdown: Newspapers 25%, magazines 30%, radio 20%, spot tv 20%, outdoor 5%. Employes: 18. Top execs: Robert A. Fearon, chairman-creative director; Alice O'Leary, president-ceo; Walter Kaprielian, vice chairman-co-creative director; Michael Claggett, senior vp.

Phone: (212) 580-9494.

G.M. Feldman & Co., Chicago, reported gross income of $3,495,000 in 1982 on billings of $23,300,000. In 1981, it reported gross income of $2,940,000 on billings of $19,600,000. Volume in 1982 consisted of $23,300,000 in media. In 1981, volume consisted of $2,940,000 in media. The agency has one subsidiary, G.M. Feldman & Co. of Florida. Accounts gained: Johnson Wax, 20th Century Fox (Florida). Lost: None. Billings breakdown: Newspapers 3.9%, magazines 1.6%, radio 24.7%, spot tv 63.8%, outdoor 6%. Employes: 81 in six offices. Top execs: G.M. Feldman, chairman-ceo; Patrick C. Tims, president.

Phone: (312) 644-1800.

R.S. Feldman & Co., Chicago, formerly Feldman McPherson Topin, Chicago, had estimated gross income of $1,200,000 in 1982 on billings of $13,200,000. In 1981, it reported gross income of $1,450,000 on billings of $9,650,000. No volume breakdown was provided for either year. Accounts gained: Justen Products, Certified Collateral Corp., Bradley Pen Co., Aviva Enterprises, Otis Realty Group. Lost: American V. Mueller, Unimed Inc., Fox Valley Villages, Bee Discount, Zurich American Insurance. No billings breakdown was provided. Employes: 20. Top exec: Roger S. Feldman, president.

Phone: (312) 642-4300.

Thomas G. Ferguson Associates, Parsippany, N.J., an agency specializing in healthcare advertising, reported gross income of $3,853,472 in 1982, on billings of $29,426,902. In 1981, it reported gross income of $3,265,654 on billings of $25,120,412. Volume in 1982 consisted of $1,400,000 in media, $3,014,402 in materials and services and $25,012,500 in capitalized fees. In 1981, volume consisted of $1,200,000 in media, $2,576,412 in materials and services and $21,344,000 in capitalized fees. Accounts gained: Janssen Pharmaceutica (projects), Merck, Sharp & Dohme (projects), J. Sklar Mfg. Co., USV Laboratories, Revlon healthcare, Warner-Lambert consumer products (American Chicle division), W-L International; Zimmer Patient Care; Home Nutritional Support. Billings breakdown: Magazines 90%, direct mail 10%. Employes: 64. Top execs: Thomas G. Ferguson, chairman-president; Thomas D. Atkinson, senior vp-general manager, hospital/surgical diagnostic client services; Karen L. Blunt, senior vp-director, operations; Dwayne G. Hann, senior vp-director, pharmaceutical and otc client services.

Phone: (201) 540-8000.

Fern/Hanaway, Providence, R.I., reported gross income of $1,402,500 in 1982, on billings of $9,355,500. In 1981, it reported gross income of $1,275,000 on billings of $8,505,000. Volume in 1982 consisted of $3,802,700 in media, $4,591,400 in materials and services and $961,400 in capitalized fees. In 1981, volume consisted of $3,457,000 in media, $4,174,000 in materials and services and $874,000 in capitalized fees. Accounts gained: Barrett Centrifugals, McCabe & Associates, Pathway Precision Dampers Inc., Auto/Time, Roger Williams Mint, Sawyer School. Lost: Outlet Co., Manufacturing Jewelers & Silversmiths. Billings breakdown: Newspapers 30%, magazines 20%, radio 10%, spot tv 10%, business papers 30%. Employes: 38. Top execs: Sanford M. Fern, president; James F. Hanaway, exec vp.

Phone: (401) 421-7202.

Fessel, Siegfriedt & Moeller, Louisville, Ky., reported gross income of $1,270,625 and net income of $257,765 in 1982, on billings of $6,236,100. In 1981, it reported gross income of $891,310 and net income of $124,463 on billings of $4,224,835. Volume in 1982 consisted of $3,530,715 in media, $1,250,090 in materials and services and $1,455,295 in capitalized fees. In 1981, volume consisted of $3,034,093 in media, $1,140,602 in materials and services and $50,140 in capitalized fees. Accounts gained: Emergency Medical Systems, Grindmaster of Kentucky, Sona Distributors, WCII-AM/KJ100-FM, Metarie Ford, Singer Stores, NAPA Distribution Center of New Orleans. Lost: Future Federal Savings & Loan, Scripps-Howard Voice Newspapers. Billings breakdown: Newspapers 30%, magazines 12%, radio 14%, spot tv 18%, cable tv 0.5%, outdoor 5.5%, point of sale 18%, direct mail 2%. Employes: 28 in two offices. Top execs: E.F. Siegfriedt, chairman; R.F. Moeller Sr., president.

Phone: (502) 585-5154.

Firestone & Associates, New York, reported gross income of $2,689,450 in 1982 on billings of $17,932,470. In 1981, it reported gross income of $2,755,400 on billings of $18,372,160. Volume in 1982 consisted of $10,600,000 in media, $1,723,000 in materials and services and $5,609,470 in capitalized fees. In 1981, volume consisted of $10,980,000 in media, $1,736,000 in materials and services and $5,656,160 in capitalized fees. Billings breakdown: Newspapers 16%, magazines 21%, radio 7%, network tv 3%, spot tv 42%, business papers 7%, direct mail 4%. Employes: 29. Top exec: Murray Firestone, president.

Phone: (212) 247-4900.

Fisher/Feld, New York, had estimated gross income of $3,400,000 in 1982 on billings of $22,970,000. Included is 1982 non-U.S. gross income estimated at $150,000, derived from overseas volume of $1,000,000, all in media. In 1981, it had estimated gross income of $3,150,000 on billings of $21,670,000, with overseas gross income estimated at $750,000, derived from overseas volume of $5,000,000, all in media. U.S. volume in 1982 consisted of $13,300,000 in media and $8,670,000 in capitalized fees. In 1981, U.S. volume consisted of $10,000,000 in media and $6,670,000 in capitalized fees. Accounts gained: Bowery Savings Bank, J. Breed Clothing, Fugazy International, Kuraray Fabrics, Metropoli-

Gross income of $1,000,000 to $5,000,000

tan Energy Council, Oil Field Systems, Schrafft's Ice Cream, Spencer Industries. Lost: Andorn, Bergida & Danks, Murjani International. Billings breakdown: Newspapers 5%, magazines 15%, radio 10%, network tv 25%, spot tv 40%, business papers 3%, direct mail 2%. Employes: 23 in two offices. Top execs: Joseph K. Fisher, chairman; Daniel J. Feld, president; Ellen Cohen, creative director; Jo-Ann Harding, account director; Jeffrey Todder, media director.
Phone: (212) 246-3900.

Fitzgerald Advertising, New Orleans, reported gross income of $1,517,132 in 1982 on billings of $10,677,706. In 1981, it reported gross income of $1,262,946 on billings of $8,969,320. Volume in 1982 consisted of $4,912,998 in media, $1,579,264 in materials and services and $4,185,444 in capitalized fees. In 1981, volume consisted of $4,605,262 in media, $1,080,329 in materials and services and $3,283,729 in capitalized fees. It reported no accounts gained or lost. Billings breakdown: Newspapers 15.4%, magazines 33.8%, radio 15.3%, spot tv 31.4%, outdoor 4.1%. Employes: 35. Top execs: Joseph L. Killeen Jr., president-ceo; Ronald J. Thompson, Gary D. Dickson, exec vps; Donald C. Smith, exec vp-secretary; Leslie G. Galivan, treasurer.
Phone: (504) 529-3161.

The Food Group, New York, had estimated gross income of $1,900,000 in 1982, on billings of $9,132,181. In 1981, it had estimated gross income of $1,700,000 on billings of $8,511,341. Volume in 1982 consisted of $1,319,098 in media, $650,050 in materials and services and $7,163,033 in capitalized fees. In 1981, volume consisted of $1,106,163 in media, $566,634 in materials and services and $6,838,544 in capitalized fees. Accounts gained: PYA Monarch, Orangematic Inc., Orange-Whip, Seneca Delco, Jackson China, Riegel Textile, Los Angeles Custom Packaging. Lost: Code Inc. Billings breakdown: Magazines 90%, direct mail 10%. Employes: 20 in two offices. Top execs: Donald Axleroad, president; Harold J. Delaney, exec vp; David Gottwals, vp.
Phone: (212) 725-5766.

Hank Forssberg Inc., Hackensack, N.J., had estimated gross income of $1,350,000 in 1982, on billings of $9,000,000. In 1981, it had estimated gross income of $895,000 on billings of $5,890,000. Volume in 1982 consisted of $8,300,000 in media, $700,000 in materials and services. In 1981, volume consisted of $5,500,000 in media, $450,000 in materials and services. Billings include HFI West, Los Angeles; HFI Midwest, Cincinnati; HFI Washington; HFI South, Miami. Account gained: New York/New Jersey Subaru Dealer Assn. Lost: Lancia of America. Billings breakdown: Newspapers 20%, magazines 15%, supplements 5%, radio 20%, spot tv 15%, outdoor 5%, business papers 5%, point of sale 5%, direct mail 5%, other 5%. Employes: 35 in five offices. Top execs: Henrick J. Forssberg, president/chairman-ceo; Frank A. Yodice, vp-general manager.
Phone: (201) 488-4800.

Frankenberry, Laughlin & Constable, Milwaukee , reported gross income of $2,200,000 in 1982 on billings of $16,800,000. In 1981, it reported gross income of $1,000,000 on billings of $7,000,000. Volume in 1982 consisted of $12,800,000 in media and $4,000,000 in materials and services. In 1981, volume consisted of $5,000,000 in media, $2,000,000 in materials and services. Accounts gained: Marine Corp. (Marine Banks/Marine Trust Co.), *Milwaukee Journal, Milwaukee Sentinel*, Sargento Cheese Co., Moulinex Regal, Midstate Airlines, Sentry Insurance. Billings breakdown: Newspapers 15%, magazines 6%, radio 7%, spot tv 27%, outdoor 25%, network tv 20%. Employes: 37. Top execs: Dennis W. Frankenberry, Steve Laughlin, John Constable, partners.
Phone: (414) 272-2400.

Fry/Hammond/Barr, Orlando, Fla., had estimated gross income of $2,000,000 in 1982 on billings of $13,395,083. In 1981, it had estimated gross income of $1,725,000 on billings of $11,509,858. Volume in 1982 consisted of $7,585,158 in media, $2,799,461 in materials and services and $3,010,464 in capitalized fees. In 1981, volume consisted of $5,326,205 in media, $1,396,040 in materials and services and $4,787,613 in capitalized fees. Accounts gained: Allen Co.; The Breakers, Stars Hall of Fame. Lost: Greater Construction, Marcent of Florida. Billings breakdown: Newspapers 10%, magazines 2%, radio 6%, spot tv 40%, outdoor 8%, business papers 7%, direct mail 27%. Employes: 32. Top execs: Charles F. Fry, president; Peter C. Barr, exec vp.
Phone: (305) 849-0100.

Furman, Roth, New York, reported gross income of $1,020,000 in 1982 on billings of $6,805,000. In 1981, it reported gross income of $1,130,000 on billings of $7,533,000. Volume in 1982 consisted of $5,925,000 in media, $360,000 in materials and services and $520,000 in capitalized fees. In 1981, volume consisted of $6,324,250 in media, $375,000 in materials and services and $7,533,000 in capitalized fees. Accounts gained: Hungertamer Diet Aid, Crystalex Nail Mender. Billings breakdown: Newspapers 10%, magazines 10%, radio 30%, network tv 10%, spot tv 40%. Employes: 24 in two offices. Top execs: Nat Roth, president; Ernie Roth, exec vp; Estelle Krasna, senior vp.
Phone: (212) 757-7393.

GKD Advertising, Oklahoma City, reported gross income of $1,016,396 in 1982 on billings of $5,301,074. In 1981, it reported gross income of $843,418 on billings of $4,744,469. Volume in 1982 consisted of $1,510,004 in media, $1,257,804 in materials and services and $2,533,266 in capitalized fees. In 1981, volume consisted of $1 009,269 in media, $1,526,089 in materials and services and $2,209,111 in capitalized fees. Accounts gained: O.L. Anderson, American Air Academy, Engine Components, ReFilco, Mike Smith Aero, Huckins Aviation. Lost: Fairchild Aircraft. Billings breakdown: Newspapers 17%, magazines 45%, radio 11%, spot tv 7%, business papers 5%, farm publications 5%, direct mail 10%. Employes: 24. Top exec: Donald B. Dennis, president.
Phone: (405) 943-2333.

GSD&M Advertising, Austin, Tex., reported gross income of $2,832,127 in 1982, on billings of $24,734,560. In 1981, it reported gross income of $2,195,282 on billings of $13,250,669. Volume in 1982 consisted of $13,066,456 in media, $3,613,450 in materials and services and $8,054,654 in capitalized fees. In 1981, volume consisted of $8,570,265 in media, $2,165,434 in materials and services and $2,514,970 in capitalized fees. Billings breakdown: Newspapers 30%, magazines 3%, radio 25%, spot tv 30%, cable tv 1%, outdoor 10%, point of sale 1%. Employes: 92 in four offices. Top exec: S.W. Gurasich Jr., president.
Phone: (512) 327-8810.

Galusha & Associates, Los Alamitos, Cal., reported gross income of $1,150,000 in 1982 on billings of $7,660,000. It did not report its 1981 results. Volume in 1982 consisted of $7,660,000 in capitalized fees. Accounts gained: FutureNet Corp., Brikon Corp., Kontron Electronics. Billings breakdown: Newspapers 10%, magazines 90%. Employes: 16. Top exec: Frank Galusha, president.
Phone: (213) 598-8507.

Garber, Goodman & Rothchild, Miami, reported gross income of $1,971,600 and net income of $92,400 in 1982, on billings of $9,200,000. In 1981, it reported gross income of $1,372,600 and net income of $62,700 on billings of $6,800,000. Volume in 1982 consisted of $5,104,000 in media, $696,000 in materials and services and $3,400,000 in capitalized fees. In 1981, volume consisted of $4,210,580 in media, $415,000 in materials and services and $2,174,420 in capitalized fees. Accounts gained: American Savings & Loan, Snauwaert tennis racquets, Majorette Toys (USA), Mercy Hospital, Eden Roc Hotel, Teltec Communications, American Robin Zippers, Kempak, River Parc Hotel. Lost: Lindsley Home Care Centers. Billings breakdown: Newspapers 18%, magazines 14%, radio 22%, spot tv 34%, outdoor 7%, business papers 5%. Employes: 16. Top execs: Robert Goodman, president; Howard Rothchild, exec vp.
Phone: (305) 573-5177.

Garfield-Linn & Co., Chicago, reported gross income of $3,165,000 in 1982 on billings of $21,100,000. In 1981, it reported gross income of $2,250,000 on billings of $15,000,000. It did not report volume for either year. Accounts gained: Brunswick Recreation Centers division of Brunswick Corp., Specialty Restaurant Group division of Ponderosa Inc., ESI Meats division of Ponderosa Inc., Mandarine Napoleon Liqueur, Glenmore Distilleries, Scottish Highlands & Islands Tourism, Yamaha Musical Products division of Yamaha International Corp. Lost: Playboy Hotels and Resorts, Lake Geneva, Wis. and Great Gorge, N.J. Billings breakdown: Newspapers 33%, magazines 17%, supplements 4%, radio 5%, spot tv 18%, outdoor 9%, business papers 12%, transit advertising 2%. Employes: 50. Top execs: M.S. Garfield, chairman; Robert Witt, president; John F. Frede, William R. Reder, Donald E. Rutz, exec vps.
Phone: (312) 943-1900.

Gerber Advertising, Portland, Ore., reported gross income of $2,195,000 in 1982, on billings of $14,630,000. In 1981, it reported gross income of $1,850,000 on billings of $13,350,000. Volume in 1982 consisted of $7,570,000 in media, $6,560,000 in materials and services and $500,250 in capitalized fees. In 1981, volume consisted of $8,500,000 in media, $3,750,000 in materials and services and $13,350,000 in capitalized fees. Accounts gained: Steinfelds Pickles, van Duyn Candies, Godfather's Pizza. Lost: 20/10 Auto Products, Con Met. Billings breakdown: Newspapers 16%, magazines 18%, radio 17%, spot tv 45%, transit advertising 1%, direct mail 1%, other 2%. Employes: 42 in two offices. Top execs: Tom Hougan, president; Philip Stevens, senior vp/secretary-treasurer.
Phone: (503) 221-0100.

Giardini/Russell, Watertown, Mass., reported gross income of $2,339,810 in 1982, on billings of $16,006,733. In 1981, it reported gross income of $1,963,418 on billings of $13,096,000. Volume in 1982 consisted of $3,252,749 in media, $1,376,505 in materials and services and $11,377,479 in capitalized fees. In 1981, volume consisted of $2,858,411 in media, $1,204,061 in materials and services and $9,033,528 in capitalized fees. Accounts gained: BNN Computer Corp., Computer Task Group, NEC Electronics U.S.A., Philips ECG, N.A.P. Commercial Electronic Corp., Simplex Time Recorder Co. Lost: Amicon Corp., Apollo Computer, Diamond International's pulp and paper group. Billings breakdown: Newspapers 5%, magazines 20%, radio 5%, outdoor 5%, business papers 45%, transit advertising 5%, point of sale 10%, direct mail 5%. Employes: 45. Top execs: Robert H. Russell, chairman; Richard L. Warren, president.
Phone: (617) 926-5030.

Daniel Glassman Advertising, Fairfield, N.J., reported gross income of $2,499,277 in 1982, on billings of $16,538,899. In 1981, it reported gross income of $1,299,902 on billings of $4,992,520. Volume in 1982 consisted of $28,740 in media, and $16,510,251 in capitalized fees. In 1981, volume consisted of $4,992,520 in capitalized fees. Accounts gained: McNeil Pharmaceutical, Ciba Pharmaceutical, Winthrop Laboratories. Lost: ETC Corp. Billings breakdown: Magazines 5%, direct mail 5%, other 90%. Employes: 35 in two offices. Top execs: David Glassman, president; Sander Flaum, executive vp.; David Hillman, Carl Raphael, Harold Meier, senior vps.
Phone: (201) 575-3507.

Goodwin, Dannenbaum, Littman & Wingfield, Houston, had estimated gross income of $4,600,000 in 1982 on billings of $30,000,000. In 1981, it had gross income of $3,628,800 on billings of $24,189,000. Volume in 1982 consisted of $18,000,000 in media, $4,500,000 in materials and services and $7,500,000 in capitalized fees. In 1981, volume consisted of $14,586,000 in media, $3,600,000 in materials and services and $6,003,000 in capitalized fees. Accounts gained: Funds Advisory Inc., Hilton Inns (Southwest region), Michael's The Jeweler, Neighborhood Video Club, Trendmaker Homes, Home Sports Entertainment. Lost: American Title, Center for Transportation, Grubb & Ellis, Cullen Bank, Way Out West. Billings breakdown: Newspapers 20%, magazines 5%, radio 10%, spot tv 50%, outdoor 7%, business papers 5%, transit advertising 3%. Employes: 70. Top execs: Earl Littman, chairman; Barry Silverman, president; Anna Wingfield, executive vp; Gene Key Monigold, senior vp-secretary; Rich Witmer, senior vp-treasurer; Jake Elliott, senior vp; Mildred Edwards, senior vp-controller.
Phone: (713) 977-7676.

Graber & Cohen Advertising, New York, had estimated gross income of $1,700,000 in 1982 on billings of $11,718,700. In 1981, it reported gross income of $1,650,000 on billings of $10,270,000. Volume in 1982 consisted of $6,500,000 in media, $150,000 in materials and services and $4,068,700 in capitalized fees. In 1981, volume consisted of $7,800,000 in media, $200,000 in materials and services and $2,270,000 in capitalized fees. Billings breakdown: Newspapers 25%, magazines 20%, radio 15%, spot tv 30%, outdoor 5%, point of sale 5%. Employes: 31. Top execs: Julian Cohen, president; Allen Milman, exec vp; George Klas, senior vp.
Phone: (212) 421-5200.

Grant/Jacoby, Chicago, reported gross income of $3,278,000 in 1982 on billings of $37,272,000. In 1981, it reported gross income of $3,600,000 on billings of $31,000,000. Volume in 1982 consisted of $20,160,000 in media, $3,772,000 in materials and services and $13,340,000 in capitalized fees. In 1981, volume consisted of $17,000,000 in media, $660,000 in materials and services and $13,340,000 in capitalized fees. Accounts gained: Alcoa-NEC Communications Corp., Plainwell Paper Co., FDL Foods (Dubuque brand meats), Wells Lamont, Miles Laboratories Ames division. Lost: Hoyne Industries. Billings breakdown: Newspapers 23.3%, magazines 12%, supplements 0.1%, radio 4%, network tv 22.4%, spot tv 17%, outdoor 0.5%, business papers 8.5%, farm publications 2.1%, transit advertising 0.1%, point of sale 2.0%, direct mail 8%. Employes: 70. Top execs: R.L. Flink, president; B.I. Carlson, exec vp; R.J. Krewer, senior vp; R.W. Lavender, senior vp; C.A. Norris, senior vp.
Phone: (312) 664-2055.

Gray & Rogers, Philadelphia, reported gross income of $3,360,000 in 1982, on billings of $22,400,000. In 1981, it reported gross income of $3,764,314 on billings of $25,100,000. Volume in 1982 consisted of $10,080,000 in media, $4,256,000 in materials and services and $8,064,000 in capitalized fees. In 1981, volume consisted of $11,878,741 in media, $4,078,430 in materials and services and $9,142,829 in capitalized fees. Accounts gained: Capitol Products; Gabinete de Area de Sines, Lisbon (Portugal) Industrial Development Agency; GF Business Equipment; JACA Corp.; Nairn America Ltd.; Obermayer, Rebmann, Maxwell & Hippel; Pennwalt Corp.; Sharples-Stokes; Villanova University. Lost: CYRO Industries; Formica Corp.; Jerrold Electronics. Billings breakdown: Newspapers 14%, magazines 10%, radio 8%, network tv 2%, spot tv 13%, outdoor 0.5%, business papers 44%, farm publications 3%, transit advertising 0.5%, point of sale 2%, other 3%. Employes: 76 in two offices. Top execs: James W. Finegan, chairman; Robert T. Butler, president; Robert L. Simpson, exec vp.
Phone: (215) 864-6810.

Greengage Associates, New York, reported gross income of $1,673,750 in 1982, on billings of $9,834,500. In 1981, it reported gross income of $1,284,000 on billings of $7,500,750. Volume in 1982 consisted of $7,500,000 in media and $2,334,500 in capitalized fees. In 1981, volume consisted of $6,000,000 in media and $1,500,750 in capitalized fees. Accounts gained: Paquet Cruises, Mandarina Duck. Billings breakdown: Newspapers 30%, magazines 30%, radio 1%, spot tv 25%, business papers 5%, point of sale 9%. Employes: 25. Top execs: Richard Ferrelli, president; Reggie Troncone, exec vp.
Phone: (212) 752-8866.

Greenstone & Rabasca, Melville, N.Y., reported gross income of $1,850,000 in 1982, on billings of $12,300,000. In 1981, it reported gross income of $1,500,000 on billings of $10,000,000. Volume in 1982 consisted entirely of $12,300,000 in media. In 1981, volume consisted entirely of $10,000,000 in media. Accounts gained: Grumman Boats & Canoes, Hearst Business Communications, Multiwire division, Panafax Corp., Orient Overseas Container Lines, Spectra Products, Twin Laboratories. Lost: Associated Air Freight, Computer Terminal Systems, S.A.L. Communications. Billings breakdown: Newspapers 25%, magazines 60%, radio 10%, outdoor 1%, business papers 4%. Employes: 42 in two offices. Top execs: Kenneth Rabasca, president; Ronald Greenstone, chairman; Jerry Harmon, Norton B. Leo, exec vps; Howard Kent, senior vp.
Phone: (516) 249-2121.

Griffin Bacal, New York, reported gross income of $3,120,000 in 1982, on billings of $20,800,000. In 1981, it reported gross income of $2,280,000 on billings of $15,206,000. Volume in 1982 consisted of $18,500,000 in media, $2,300,000 in materials and services. In 1981, volume consisted of $14,006,000 in media and $1,200,000 in materials and services. Sunbow Productions, New York, a subsidiary, is included in these figures. Account gained: American Publishing Corp. Lost: Popular Services Industries. Billings breakdown: Magazines 5%, network tv 10%, spot tv 85%. Employes: 32. Top execs: Thomas L. Griffin, president; Jules M. Bacal, exec vp-creative director; Arthur M. Heller, exec vp-media/programing/marketing services; Paul D. Kurnit, exec vp-director of client services.
Phone: (212) 687-2500.

Group Two Advertising, Philadelphia, reported gross income of $2,000,000 in 1982 on billings of $12,900,000. In 1981, it reported gross income of $1,900,000 on billings of $12,500,000. The agency did not provide a volume breakdown for 1982 or 1981. Accounts gained: American Transit, Brokers Mortgage Service, Nan Duskin, Greenhill Venture, Guarantee Bank, Historic Landmarks For Living, Hovson Inc., Pilot Air Freight, Scarborough, Sidral Mundet. Lost: Chalfont Industries, Cherry Hill Inn. Billings breakdown: Newspapers 55%, magazines 10%, radio 15%, spot tv 5%, outdoor 5%, business papers 5%, direct mail 5%. Employes: 42 in three offices. Top execs: Richard Elkman, president; Ronald Elkman, senior vp.
Phone: (215) 561-2200.

Gross income of $1,000,000 to $5,000,000

Gulf State Advertising, Houston, reported gross income of $1,349,374 and net income of $280,440 in 1982 on billings of $7,314,161. In 1981, it reported gross income of $1,057,654 and net income of $302,614 on billings of $7,415,220. Volume in 1982 consisted of $3,720,747 in media, $901,562 in materials and services and $2,691,852 in capitalized fees. In 1981, volume consisted of $3,914,225 in media, $965,621 in materials and services and $2,535,374 in capitalized fees. Billings breakdown: Newspapers 15%, magazines 5%, radio 16%, spot tv 25%, outdoor 15%, business papers 3%, other 21%. Employes: 20. Top exec: Larry Sachnowitz, president.

Phone: (713) 776-9000.

Gumpertz/Bentley/Fried, Los Angeles, reported gross income of $1,810,997 in 1982, on billings of $14,426,100. In 1981, it reported gross income of $1,753,020 on billings of $14,164,167. Volume in 1982 consisted of $9,835,066 in media, $1,163,728 in materials and services and $3,427,306 in capitalized fees. In 1981, volume consisted of $9,734,154 in media, $1,016,457 in materials and services and $3,413,556 in capitalized fees. Accounts gained: Enterprise Bank, Honda Automobile Dealers Assn. of Southern California. Lost: Conroy's, Industry Hills Sheraton Resort. Billings breakdown: Newspapers 2%, magazines 22%, radio 9%, network tv 24%, spot tv 42%, outdoor 1%. Employes: 30. Top execs: Gordon M. Gumpertz, chairman; Richard H. Fried, president.

Phone: (213) 931-6301.

Haddon Advertising, Chicago, reported gross income of $1,778,236 and net income of $320,100 in 1982 on billings of $16,524,522. In 1981, it reported gross income of $1,771,500 and net income of $300,000 on billings of $11,928,900. Volume in 1982 consisted of $3,654,000 in media, $3,323,445 in materials and services and $9,547,077 in capitalized fees. In 1981, volume consisted of $3,550,000 in media, $3,910,000 in materials and services and $4,468,900 in capitalized fees. The agency has one subsidiary, Haddon, Lynch & Baughman Public Relations. Accounts gained: Bonaventure/Inter-Continental Hotel & Spa, Cirrus System, Dunbar Corp., Levy Organization, Exchange National Bank of Chicago, Metropolitan Structures, Miller, Klutznick, Davis & Gray Co., Rogers Walla Walla. Lost: Amdek Corp., Anvan Corp. Billings breakdown: Newspapers 20%, magazines 20%, radio 20%, spot tv 20%, direct mail 20%. Employes: 35.

Phone: (312) 943-6266.

Hall, Haerr, Peterson & Harney, Peoria, Ill., reported net income of $175,000 and gross income of $1,200,000 in 1982 on billings of $8,000,000. In 1981, it reported net income of $162,000 and gross income of $1,080,000 on billings of $7,200,000. Volume in 1982 consisted of $5,000,000 in media, $2,000,000 in materials and services and $1,000,000 in capitalized fees. In 1981, volume consisted of $4,300,000 in media, $2,100,000 in materials and services and $800,000 in capitalized fees. Accounts gained: Big Wheels, Spartan division of Heico Corp., Yetter Mfg, Bank of Keytesville, First Security & Loan of Brookfield, Hutchins Mfg, Kahoka Cheese Co., Thornton Bank, Winter-Dent Co. Lost: Yeomans Distributing Co. Billings breakdown: Newspapers 19%, magazines 22%, radio 8%, network tv 24%, outdoor 5%, business papers 10%, farm publications 12%. Employes: 42 in four offices. Top execs: John Philip Harney, chairman; Richard Hall, president.

Phone: (309) 692-7011.

Hammond Farrell, New York, reported gross income of $2,199,766 in 1982, on billings of $16,262,993. In 1981, it reported gross income of $1,882,361 on billings of $12,688,749. Volume in 1982 consisted of $2,183,045 in media, $1,508,325 in materials and services and $12,571,623 in capitalized fees. In 1981, volume consisted of $2,173,037 in media, $1,460,621 in materials and services and $9,055,091 in capitalized fees. Account gained: ASEA Inc. Billings breakdown: Newspapers 10%, magazines 5%, radio 5%, business papers 70%, other 10%. Employes: 40. Top exec: Hugh J. Farrell, president.

Phone: (212) 696-5710.

Handley & Miller, Indianapolis, reported gross income of $1,911,815 in 1982 on billings of $12,747,840. In 1981, it reported gross income of $2,142,860 on billings of $12,812,134. Volume in 1982 consisted of $7,001,100 in media, $931,000 in materials and services and $4,815,740 in capitalized fees. In 1981, volume consisted of $7,036,280 in media, $998,000 in materials and services and $4,482,240 in capitalized fees. Accounts gained: SerVaas Laboratories, North Laboratories. Lost: Marsh Supermarkets. Billings breakdown: Newspapers 15%, magazines 9%, supplements 2%, radio 13%, spot tv 40%, cable tv 3%, outdoor 4%, business papers 4%, point of sale 5%, direct mail 5%. Employes: 30. Top execs: Richard N. Miller, chairman; Richard T. Kreusser, president; Mary Bergerson, exec vp; Charles Culver, exec vp.

Phone: (317) 927-5500.

Healthmark Communications, New York, a healthcare agency that became an independent division of Bozell & Jacobs in July, 1982, reported gross income of $1,828,000 in 1982, on billings of $13,839,000. In 1981, it reported gross income of $3,000,000 on billings of $23,476,000. Volume in 1982 consisted of $1,500,000 in media, $1,000,000 in materials and services and $11,339,000 in capitalized fees. In 1981, volume consisted of $2,800,000 in media, $2,000,000 in materials and services and $18,676,000 in capitalized fees. Accounts lost: Searle Laboratories (Norpace, Nitrodisc, Aldactone, Aldactazide, CU-7, Demulen), Procter & Gamble professional and consumer products. Billings breakdown: Magazines 20%, cable tv 1%, direct mail 20%, other 59%. Employes: 30. Top exec: Robert P. Dempsey, president.

Phone: (212) 705-6420.

Healy-Schutte & Comstock, Buffalo, reported gross income of $1,727,037 in 1982 on billings of $12,881,657. In 1981, it reported gross income of $1,492,446 on billings of $11,562,136. Volume in 1982 consisted of $2,711,103 in media, $1,854,918 in materials and services and $8,315,636 in capitalized fees. In 1981, volume consisted of $3,436,079 in media, $1,426,889 in materials and services and $6,699,168 in capitalized fees. Accounts gained: Manufacturers & Traders Trust Bank, Buffalo Optical, Village Glen Tennis & Fitness Center. Lost: Marine Midland Bank, several projects resigned. Billings breakdown: Newspapers 9%, magazines 25%, radio 15%, outdoor 1%, business papers 13%, point of sale 5%, other 32%. Employes: 36. Top exec: Alden F. Schutte, president.

Phone: (716) 884-2120.

Henderson & Friedlich, New York, reported gross income of $2,258,041 in 1982, on billings of $15,048,104. Its 1982 non-U.S. income totaled $155,279. In 1981, it reported gross income of $1,969,300 on billings of $13,135,200, with non-U.S. income of $138,500. Volume in 1982 consisted of $10,434,047 in media, $1,972,770 in materials and services and $2,641,287 in capitalized fees. In 1981, volume consisted of $9,951,428 in media, $1,671,872 in materials and services and $1,511,900 in capitalized fees. Accounts gained: Personal Computer Learning Center, Commodities Exchange, Johnson, Matthey & Wallace, *Venture*, Arab Bank, Morgan Bank. Lost: Mead Business Forms. Billings breakdown: Newspapers 60%, magazines 35%, radio 1%, spot tv 2%, outdoor 2%. Employes: 37. Top execs: William R. Henderson, chairman; Bruce Friedlich, president; Robert H. Nutt, senior vp-international; Stephan F. Blaschke, senior vp-media and research.

Phone: (212) 687-2300.

Hill Hays Associates, Randolph, Vt., reported gross income of $1,175,000 and net income of $45,000 in 1982 on billings of $2,025,500. In 1981, it reported gross income of $1,150,263 and net income of $32,480 on billings of $1,972,452. Volume in 1982 consisted of $875,000 in media, $150,000 in materials and services and $1,000,500 in capitalized fees. In 1981, volume consisted of $860,326 in media, $144,930 in materials and services and $967,196 in capitalized fees. Accounts gained: Partstown auto parts, All Seasons factory outlet stores, Pedigree USA skiwear. Lost: Vermont Transit Lines, Karhu-Titan USA. Billings breakdown: Newspapers 25%, magazines 5%, radio 25%, spot tv 25%, point of sale 5%, direct mail 5%, other 10%. Employes: 7 in two offices. Top exec: Alfred W. Hill, president.

Phone: (802) 728-9624.

Homer & Durham Advertising, New York, reported gross income of $2,073,461 in 1982 on billings of $15,727,733. In 1981, it reported gross income of $1,933,720 on billings of $14,894,410. Volume in 1982 consisted of $6,522,387 in media, $2,484,094 in materials and services and $6,721,252 in capitalized fees. In 1981, volume consisted of $6,871,723 in media, $2,131,852 in materials and services and $5,890,835 in capitalized fees. Accounts gained: Citicorp Capital Markets Group, Finnish Tourist Board, Lanson Champagne, Marquis de Caussade Armagnac, Scottish Development Agency, Wright's Knitwear. Lost: New Zealand Lamb, TTT Shipping. Billings breakdown: Newspapers 14%, magazines 23%, radio 4%, spot tv 8%, business papers 28%, point of sale 14%, direct mail 9%. Employes: 35. Top execs: Tamara K. Homer, president; Guy Durham, exec vp-creative director.

Phone. (212) 370-9700.

Hood, Hope & Associates, Tulsa, Okla., reported gross income of $3,507,088 in 1982 on billings of $23,392,276. In 1981, it reported gross income of $3,076,014 on billings of $20,844,437. Volume in 1982 consisted of $5,722,191 in media, $7,549,961 in materials and services and $10,120,124 in capitalized fees. In 1981, volume consisted of $5,198,203 in media, $6,987,454 in materials and services and $8,658,780 in capitalized fees. Accounts gained: Cobalt Boats, C.E. Invalco, Crosby Group, Shakey's Pizza, Totco Solids, Totco International, Hines Industrial, Citizens National Bank, Security General Insurance. Lost: Blue Cross, Department of Public Events, Gott, Subscription TV. Billings breakdown: Newspapers 18%, magazines 33%, radio 7%, spot tv 18%, cable tv 2%, outdoor 2%, business papers 12%, point of sale 4%, direct mail 4%. Employes: 87. Top execs: C.H. Hood, chairman; J.S. Hope, president; J.R. Roberts, B.E. Fick, J.B. Bowers, senior vps.

Phone: (918) 250-9511.

Horlick Levin Hodges, Los Angeles, reported gross income of $1,035,0[illegible] in 1982 on billings of $6,700,000. In 1981, it reported gross income of $944,000 on billings of $5,900,00. Volume in 1982 consisted of $6,700,000 in media. In 1981, volume consisted of $5,900,000 in media. Account gained: *Vegas*. Accounts lost: First Professional Bank. Billings breakdown: Newspapers 11%, magazines 15%, radio 14%, spot tv 47%, outdoor 8%, other 5%. Employes: 14. Top execs: Ronald J. Levin, president; Dennis Horlick, exec vp; Robert Hodges, senior vp.

Phone: (213) 939-1123.

Howard, Merrell & Beykin, Raleigh, N.C., reported gross income of $2,289,356 and net income of $95,924 in 1982 on billings of $13,233,274. In 1981, it reported gross income of $1,504,287 and net income of $54,907 on billings of $10,095,884. Volume in 1982 consisted of $4,647,626 in media, $3,916,953 in materials and services and $4,668,695 in capitalized fees. In 1981, volume consisted of $4,323,843 in media, $2,079,801 in materials and services and $3,692,240 in capitalized fees. Accounts gained: Cooper Tools Group divisions, WonderGro lawn and garden products. Lost: WSOC-TV, Charlotte, N.C. Billings breakdown: Newspapers 17%, magazines 33%, radio 19%, spot tv 22%, outdoor 2%, farm publications 7%. Employes: 26. Top execs: W.M. Merrell, president; E.F. Boykin, exec vp.

Phone: (919) 872-4740.

Hughes Advertising, St. Louis, reported gross income of $1,043,834 in 1982 on billings of $8,077,751. In 1981, it reported gross income of $851,982 on billings of $6,989,938. Volume in 1982 consisted of $3,001,959 in media, $1,297,644 in materials and services and $3,778,148 in capitalized fees. In 1981, volume consisted of $2,192,844 in media, $1,161,636 in materials and services and $3,635,458 in capitalized fees. The agency has one subsidiary, Market-Force Communications Corp. Accounts gained: Hoyt Archery, Springfield Marine Bank, Warner Jenkinson, Air One Airlines, United Technologies Communications Co. Lost: None. Billings breakdown: Newspapers 10%, magazines 15%, radio 20%, spot tv 20%, outdoor 1%, business papers 15%, transit advertising 1%, point of sale 15%, direct mail 3%. Employes: 22. Top execs: Jack A. Hughes, president; Larry R. McLane, exec vp; Donald H. Fosher, senior vp.

Phone: (314) 862-9111.

Hume-Smith-Mickelberry, Miami, had estimated gross income of $2,775,000 in 1982, on billings of $18,500,000. In 1981, it also had estimated gross income of $2,775,000 on billings of $18,500,000. It did not break out its 1982 or 1981 volume. Accounts gained: Miami Beach Visitor & Convention Authority, Birch Report, Mariner Properties, Arrow Airlines. Lost: Royal Carribbean Cruise Line, Wendy's (parts of Florida). Billings breakdown: Newspapers 38%, magazines 18%, radio 11%, spot tv 29%, outdoor 2%, other 2%. Employes: 56 in two offices. Top execs: David Hume, president; Robert Sindelar, exec vp; Robert Wright, Wayne Sandlin, senior vps.

Phone: (305) 377-8361.

Imahara & Keep, Santa Clara, Cal., reported gross income of $1,810,598 and net income of $134,637 in 1982 on billings of $5,428,801. In 1981, it reported gross income of $1,573,136 and net income of $239,358 on billings of $4,756,279. Volume in 1982 consisted of $513,058 in media, $659,409 in materials and services and $4,256,334 in capitalized fees. In 1981, volume consisted of $468,434 in media, $543,301 in materials and services and $3,744,544 in capitalized fees. Accounts gained: Bering Industries, EM Systems, Kaufman Research, Micrel, Monitek, OSM Computer Corp., Wollongong Group, Systems Control Technology. Lost: AED, TRE. Billings breakdown: Newspapers 1%, magazines 98%, direct mail 1%. Employes: 15. Top execs: Victor Imahara, Alan Imahara, Peter Keep.

Phone: (408) 727-2222.

Intermarco Advertising, New York, reported gross income of $1,887,060 in 1982 on billings of $13,479,000. In 1981, it reported gross income of $950,000 on billings of $6,337,000. Volume in 1982 consisted of $10,054,000 in media, $1,653,000 in materials and services and $1,772,000

Added to the listings . . .

Because of problems in transmission between bureaus and production oversights, these profiles are not in their proper places within the listings. They *are* listed on the main tables.

Sullivan & Brugnatelli, New York, reported gross income of $1,096,378 in 1982 on billings of $10,929,668. In 1981, it reported gross income of $1,305,023 on billings of $14,248,626. Volume in 1982 consisted of $3,426,000 in media, $709,456 in materials and services and $6,794,212 in capitalized fees. In 1981, volume consisted of $4,234,077 in media, $1,496,979 in materials and services and $8,517,570 in capitalized fees. Billings breakdown: Newspapers 10%, magazines 16%, network tv 43%, spot tv 31%. Employes: 20.

Phone: (212) 986-4200.

Van Brunt & Co., New York, reported gross income of $2,850,000 in 1982, including $500,000 in non-U.S. income, on billings of $26,520,000, including $8,000,000 in non-U.S. billings. In 1981, it reported gross income of $2,715,000, including $580,000 in non-U.S. income, on billings of $24,747,625, including $8,250,000 in non-U.S. billings. Volume in 1982 consisted of $9,570,000 in media, $1,600,000 in materials and services and $4,500,000 in capitalized fees. In 1981, volume consisted of $9,150,000 in media, $1,500,000 in materials and services and $4,252,125 in capitalized fees. Figures include those of two subsidiaries, Van Brunt/Schaeffer Public Relations and Van Brunt/Mahta Travel Marketing. Accounts gained: Port Authority of New York and New Jersey, Joujou, Small Parts, Dallek Designs, Whitney Communications, Linblad Travel, Salen Lindblad Cruising, Aarque/Ozalid, Westchester/Rockland Newspapers (Gannett Group), Nippon Kodo. Lost: Muzak, Thomas Cook (wholesale division). Billings breakdown: Newspapers 20%, magazines 30%, radio 17%, spot tv 18%, business papers 6%, point of sale 1%, direct mail 8%. Employes: 50. Top execs: Edwin Van Brunt, chairman; Albert Van Brunt, president; Richard Barker, senior vp-international director; Howard Karp, senior vp-creative director; Robert Gass, media director; William D. Buckley, broadcast director; P.F. Mahta, president-travel marketing, management division; Philip Growick, senior vp-account group supervisor; Lou Garcia, vp-Van Brunt/Schaeffer Public Relations division; Frank A. Caporaso, controller; Burton Zelner, senior vp-account group manager.

Phone: (212) 949-1300

Widerschein/Strandberg Associates, Toledo, O., had estimated gross income of $1,847,874 in 1982 on billings of $11,908,962. In 1981, it had estimated gross income of $1,728,152 on billings of $11,044,024. Volume in 1982 $929,083 in media, $1,505,932 in materials and services $9,473,947 in capitalized fees. In 1981, volume consisted of $1,257,452 in media, $1,007,491 in materials and services and $8,779,081 in capitalized fees. Accounts gained: R&G Sloane, Guardian Industries Corp., Toledo Edison, Tenneco Automotive. Lost: None. Billings breakdown: Newspapers 5%, magazines 20%, radio 5%, spot tv 2%, outdoor 1%, business papers 15%, direct mail 10%, sales promotion 26%, collateral 16%. Employes: 45. Top execs: Kenneth G. Lauerer, exec vp-account services; G. Edward Gibbs, exec vp-creative director; William R. Markin, exec vp-marketing and planning.

Phone: (419) 841-7744.

Gross income of $1,000,000 to $5,000,000

in capitalized fees. It did not break out its 1981 results. Accounts gained: Alberto D. Molina Inc., Ansell Inc., Belle France, Buckingham Corp., *Business Week* International, Goldin Feldman, Original Parisian Bakery, Telefrance U.S.A., Trafalgar Ltd. Lost: Flymo, Mediterranean Imports. Billings breakdown: Newspapers 15%, magazines 30%, radio 10%, spot tv 20%, outdoor 5%, direct mail 15%, other 5%. Employes: 22. Top execs: Ramon Gaulke, chairman; Arlene Hoffman, president.

Phone: (212) 980-8550.

John Paul Itta Inc., New York, reported gross income of $2,435,000 in 1982 on billings of $15,550,000. In 1981, it reported gross income of $2,065,000 on billings of $13,093,000. Volume in 1982 consisted of $10,642,000 in media, $2,178,000 in materials and services and $2,730,000 in capitalized fees. In 1981, volume consisted of $9,333,000 in media, $1,710,000 in materials and services and $2,050,000 in capitalized fees. Accounts gained: Ahmanson Insurance Cos., Bankers National Life Insurance Co., National American Insurance Co. of California, Coty. Billings breakdown: Newspapers 14%, magazines 12%, radio 10%, network tv 29%, spot tv 24%, cable tv 2%, outdoor 1%, business papers 2%, transit advertising 1%, point of sale 2%, direct mail 3%. Employes: 20. Top exec: John Paul Itta, president.

Phone: (212) 541-4460.

Jameson Advertising, New York, reported gross income of $1,618,754 in 1982 on billings of $10,794,393. In 1981, it reported gross income of $1,428,750 on billings of $9,525,000. Volume in 1982 consisted of $4,235,815 in media, $1,155,878 in materials and services and $5,402,700 in capitalized fees. In 1981, volume consisted of $3,732,925 in media, $922,975 in materials and services and $4,869,100 in capitalized fees. Accounts gained: D.H. Blair, Oxford University Press, *Consumers Digest*. Billings breakdown: Newspapers 36%, magazines 25%, supplements 7%, radio 9%, business papers 18%, point of sale 1%, direct mail 4%. Employes: 24. Top execs: Austen A. Ettinger, president; Lloyd Miller, exec vp.

Phone: (212) 867-2323.

Jaqua Co., Grand Rapids, Mich., reported gross income of $1,480,985 in 1982 on billings of $10,161,187. In 1981, it reported gross income of $1,400,000 on billings of $10,000,000. Volume in 1982 consisted of $2,114,629 in media, $1,723,298 in materials and services and $6,323,260 in capitalized fees. No volume breakdown for 1981 was provided. Accounts gained: Affairs to Remember Catering, American Hydrotech, Continental Bio Clinical Labs, C.S.C. Inc., DeMuth Steel Products, Goerlich's, Grand Rapids Convention Bureau, Jost International, Leigh Products division, Ludowici-Celadon, Mid-Continent Screw Products, Burke E. Porter Machinery, Edlee Corp. Triton division, Sta-Rite Industries, Universal-Gerwin (division of Leigh Products). Lost or resigned: Ecko Products, Fasson, Clipper Belt Lacer, Flender, Universal Electric. Billings breakdown: Newspapers 0.1%, magazines 80.1%, network tv 18.2%, spot tv 1.1%, other 0.5%. Employes: 30. Top execs: Jack R. Brouwer, chairman; David W. Friend, president.

Phone: (616) 241-6701.

Jarman, Spitzer & Felix, New York, reported gross income of $2,247,464 and net income of $404,584 in 1982 on billings of $13,766,400. In 1981, it reported gross income of $1,756,134 and net income of $316,104 on billings of $12,118,000. Volume in 1982 consisted of $5,915,000 in media, $5,050,000 in materials and services and $2,801,400 in capitalized fees. In 1981, volume consisted of $5,453,100 in media, $4,150,000 in materials and services and $2,514,900 in capitalized fees. Figures include New York subsidiaries Communitech International and Communitech Inc. Accounts gained: Robert Half, Modulo-Phone, Tanberg, Magnaflux Coating, Nikon Precision, Nikon Surveving. Billings breakdown: Newspapers 6%, magazines 3%, radio 3%, business papers 40%, direct mail 14%, other 34%. Employes: 53 in three offices. Top execs: Richard Felix, chairman; John Spitzer, president.

Phone: (212) 661-3322.

Jayme Organization, Cleveland, reported gross income of $1,747,000 in 1982 on billings of $13,327,000. In 1981, it reported gross income of $1,889,000 on billings of $14,381,000. Volume in 1982 consisted of $1,232,000 in media, $1,183,000 in materials and services and $10,912,000 in capitalized fees. In 1981, volume consisted of $1,369,000 in media, $1,319,000 in materials and services and $11,693,000 in capitalized fees. The agency has two subsidiaries, Publicom (public relations) and Strategic Research Center (marketing research). Accounts gained: A.E. Group, A.E. Engine Parts, Eaton Corp. truck components marketing, Ceilcote Co., Phoenix Group, Season-All Industries Thermal-Gard division, Steel Service Center Institute. Lost: Mansfield Sanitary, Mueller Electric Co. Overseas account added: A.E. Group, England (U.S. market). Billings breakdown: Newspapers 2%, business papers 79%, farm publications 2%, point of sale 2%, direct mail 15%. Employes: 40. Top execs: Edward D. Young, honorary chairman; George N. Havens, chairman-ceo; Michael E. Cargile, president; Lawrence R. Kavanaugh, senior vp; Kathleen M. Wallace, exec vp, Strategic Research Center; Cathy A. Pokorny, exec vp, Publicom.

Phone: (216) 831-0110.

Jepson-Murray Advertising, Lansing, Mich., reported gross income of $3,321,240 in 1982 on billings of $9,972,090. In 1981, it reported gross income of $2,920,990 on billings of $8,778,310. Volume in 1982 consisted of $1,409,410 in media, $738,840 in materials and services and $7,823,840 in capitalized fees. In 1981, volume consisted of $1,006,000 in media, $882,130 in materials and services and $6,889,180 in capitalized fees. Accounts gained: Newway Mfg., Sheraton Inn (Lansing), Universal Electric. Billings breakdown: Newspapers 12.2%, magazines 12.4%, radio 8%, spot tv 28.4%, outdoor 2%, business papers 30%, farm publications 4%, other 3%. Employes: 34. Top execs: G. Bruce York, president; Phillip E. Rosenberger, exec vp.

Phone: (517) 374-8500.

Jim Johnston Advertising, New York, reported gross income of $2,718,246 in 1982 on billings of $19,062,537. In 1981, it reported gross income of $2,626,731 on billings of $17,513,500. Volume in 1982 consisted of $14,825,472 in media, $909,909 in materials and services and $3,327,156 in capitalized fees. In 1981, volume consisted of $12,672,143 in media, $927,928 in materials and services and $3,913,429 in capitalized fees. (Billings do not include volume from two subsidiaries, Strategic Planning Center and Johnston & Johnston.) Accounts gained: *Atlantic*, Amalgamated Bank of New York, Radio 2 Inc./Dow Alert, *The Wall Street Journal/Europe*, Hotel Europa (projects), Oki Advanced Communications. Lost: Union Carbide (advocacy advertising). Billings breakdown: Newspapers 22%, magazines 46%, radio 8%, business papers 14%, transit advertising 2%, direct mail 2%, other 6%. Employes: 36 in two offices. Top execs: J.J. Johnston, chairman; Patricia Curnutt Johnston, exec vp; John Reid Murchison III, senior vp.

Phone: (212) 490-2121.

Jordan/Tamraz/Caruso Advertising, Chicago, reported gross income of $2,370,000 in 1982 on billings of $15,800,000. In 1981, it reported gross income of $2,190,000 on billings of $14,600,000. Volume in 1982 consisted of $11,376,000 in media, $2,857,000 in materials and services and $1,567,000 in capitalized fees. In 1981, volume consisted of $10,814,000 in media, $2,419,000 in materials and services and $1,367,000 in capitalized fees. Accounts gained: Burhop Fisheries, LaSalle Street Market, One Fish Plaza, Cafe San Marcos, Chicago Metropolitan Buick Dealers Assn., Wilson-Jump Furniture. Lost: Shutan Camera, AMC-Jeep-Renault Dealers Assn. Billings breakdown: Newspapers 25%, magazines 15%, radio 20%, spot tv 20%, outdoor 5%, business papers 5%, collateral 10%. Employes: 42. Top execs: Joseph A. Caruso, Charles A. Jordan, Raymond J. Heiderscheidt.

Phone: (312) 951-2000.

Juhl Advertising Agency, Elkhart, Ind., reported gross income of $2,600,000 in 1982, on billings of $17,040,000. In 1981, it reported gross income of $2,290,000 on billings of $15,325,000. Volume in 1982 consisted of $3,300,000 in media, $1,900,000 in materials and services and $11,840 in capitalized fees. In 1981, volume consisted of $2,900,000 in media, $2,424,000 in materials and services and $15,325,000 in capitalized fees. Accounts gained: Abu-Garcia Inc., Baldwin Piano & Organ, Boosey & Hawks, Data Specialties Inc., Federal Press Co., Indiana Dept. of Commerce, Lowe's Inc., Lyon Metal Products, Austin-Kane Inc., Wheelabrator-Frye Inc., World Trade Group. Lost: Miles Laboratories, Citro-Tech division; American Oak Preserving. Billings breakdown: Newspapers 6%, magazines 34%, radio 4%, spot tv 4%, cable tv 1%, outdoor 1%, point of sale 5%, direct mail 10%, other 35%. Employes: 73 in three offices. Top execs: Howard Blackwood, president; Max Barrick, Jim Dominello, senior vps; Bonnie Ackley, senior vp-public relations, Hal Bessmer, senior vp-creative director.

Phone: (219) 293-5621.

Kalish & Rice, Philadelphia, had estimated gross income of $3,000,000 in 1982 on billings of $20,200,000. In 1981, it had estimated gross income of $2,500,000 on billings of $17,000,000. The agency did not break out its volume for either year. Accounts gained: Aruba Palm Beach Hotel & Casino, American International Airways, National Liberty Corp. Billings breakdown: Newspapers 20%, magazines 8%, radio 29%, spot tv 33%, outdoor 8%, other 2%. Employes: 75. Top execs: Allan S Kalish, president-ceo; Howard M. Rice, exec vp-creative director; Stephen A. Levine, exec vp-general manager.

Phone: (215) 299-3800.

Kamstra Communications, St. Paul, Minn., had estimated gross income of $1,500,000 in 1982 on billings of $10,500,000. In 1981, it had estimated gross income of $1,400,000 on billings of $9,400,000. Volume in 1982 consisted of $1,900,000 in media, $350,000 in materials and services and $8,300,000 in capitalized fees. In 1981, volume consisted of $1,200,000 in media, $1,600,000 in materials and services and $6,600,000 in capitalized fees. Accounts gained: Anderson Cornelius Co., First American Money Fund, McQuay Perfex, Bor-Son Construction Cos., ITT Industrial Credit Corp., Minnesota Orchestra, Donaldson Co., 3M Industrial Specialties division, 3M Printing & Reprographic Products division. Lost: 3M Adhesives, Coatings & Sealers division, 3M Hot Melt Systems Project. Billings breakdown: Radio 2%, spot tv 2%, business papers 35%, point of sale 1%, direct mail 10%, collateral 30%, audio visual/sales training 20%. Employes: 27. Top execs: K.M. Kamstra, president, V.T. Verrecchio, exec vp-creative director.

Phone: (612) 228-1419.

Kaufman, Lansky, Baker, San Diego, had estimated gross income of $1,890,000 in 1982 on billings of $12,600,000. In 1981, it had estimated gross income of $1,800,000 on billings of $12,000,000. It did not break out volume for either year. Accounts gained: Cubic Communications, First Choice Cablevision, Mini City Toys, Wastemate. Lost: Central Federal Savings. Billings breakdown: Newspapers 20%, magazines 25%, radio 15%, spot tv 15%, cable tv 1%, outdoor 1%, point of sale 15%, direct mail 5%, other 3%. Employes: 35. Top execs: Jordan Lansky, chairman; Jerry Baker, president.

Phone: (619) 235-6361.

Kelly Advertising, Lancaster, Pa., reported gross income of $1,561,511 in 1982 on billings of $12,322,641. In 1981, it reported gross income of $1,540,000 on billings of $10,355,743. Volume in 1982 consisted of $1,918,204 in media, $1,092,070 in materials and services and $9,312,367 in capitalized fees. In 1981, volume consisted of $1 692,800 in media, $1,934,357 in materials and services and $6,160,131 in capitalized fees. Accounts gained: Fleur de Lait Foods, Reisman Pretzel Co., Cloister Dairies, Ryland Homes, LeMans Group, Dentsply/York division, Kuntz Lesher, Intelligencer Printing Co., Weinstock/Conestoga, Bash Jewelers, Long Orthodontics, Electron Energy Co. Lost: Star Dental, Commonwealth National Bank. Billings breakdown: Newspapers 17%, magazines 24%, radio 13%, spot tv 17%, outdoor 6%, business papers 18%, direct mail 3%, other 2%. Employes: 26. Top exec: Robert L. Kelly, president.

Phone: (717) 393-9776.

Kenrick Advertising, St. Louis, reported gross income of $2,625,000 in 1982 on billings of $23,793,000. In 1981, it reported gross income of $2,100,000 on billings of $14,800,000. Volume in 1982 consisted of $8,326,000 in media, $3,508,000 in materials and services and $11,959,000 in capitalized fees. In 1981, volume consisted of $4,171,000 in media, $1,845,000 in materials and services and $8,784,000 in capitalized fees. Billings include a subsidiary, Frank/James Production. Accounts

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PORTRAIT:

Ideas are music to his ears

By Valerie Mackie

Ethan Revsin loves big windows, big offices and big paychecks. Much to his disappointment, he doesn't have all of these at his new job at Foote, Cone & Belding, Chicago, but that doesn't mean he doesn't have "ideas" about how to get them.

"There is too much copy cat advertising," asks Ethan Revsin.

Ideas play an integral part in Mr. Revsin s personal as well as professional goals. As new creative director at FCB, ideas are his bread and butter. And it is his ideas that could put him in a bigger office with more windows and a higher paycheck.

He hasn't done too badly up to now, however. After three years at Leo Burnett Co., Chicago, working on such accounts as Marlboro and Schlitz, he moved to pop shop Hurvis, Binzer and Churchill, Chicago. Later he joined Lee King & Partners, Chicago, where he was executive vp-creative director for nine years, handling Hefty bags, Baby Ruth and Butterfingers. Leaving the safety of this well established shop [now merged with Bozell & Jacobs], and seeing little opportunity to advance, he struck up a partnership with Jan Zwiren, who was starting a new agency in Chicago. A personality conflict led to a breakup after two years, he says, and now he's working on Zenith, Coors and Pizza Hut accounts at FCB.

In the 1960s, Mr. Revsin's idea for advertising success was outrageousness. He helped personify this formula in tv commercials for Screaming Yellow Zonkers. It's hard to forget the black, yellow and red cartoon packages that leaped off the grocers' shelves into consumers' carts at the time, but even Mr. Revsin admits he got carried away. Outrageous advertising just doesn't work for bleach or subdivisions.

"It was not a long-term way of doing business," he says.

"Now we've gone whole hog in another direction by trying to play it safe," Mr. Revsin says.

"There are too many jingles, too much music. It is easy to sell a jingle to the client, but there are so many stupid lines to great melodies. How about 'Coke is It'?

"I don't want to hear music, I want to hear ideas," he says repeatedly.

Star presenters also are used too much, he says. James Garner works; Miller Lite's sports stars are great, but so many other presenters don't mix with what they are advertising, Mr. Revsin says.

"If I had a philosophy, which I don't, it would be try to be fresh, not imitative. There is too much copy-cat advertising . . . everyone does it. There is so much imitation of McDonald's emotional sell, and Pepsi's volleyball game on the beach. Where are the ideas? Where are the innovators? Federal Express is an innovator," he points out.

"We need to work harder, really sweat it out. You have to find the idea [or unique selling point] and then figure how to get it across."

Once the idea has developed, attention to detail becomes paramount, Mr. Revsin says. "Details cost money, but it's worth it. You have to watch the language, the art direction, the casting, directing, set design and music down to the littlest detail."

To qualify this remark, he adds, "Let's not forget, though, when you are with a special client, philosophy is out the window." ■

"We've gone whole hog in another direction by trying to play it safe," says FCB's creative director.

Gross income of $1,000,000 to $5,000,000

gained: State of Missouri Tourism, Community and Economic Development, Imperial Clevite. Billings breakdown: Newspapers 5%, magazines 9%, supplements 2%, radio 27%, spot tv 21%, outdoor 1%, business papers 1%, farm publications 32%, point of sale 1%, direct mail 1%. Employes: 85 in two offices. Top execs: C. Ric Sides, president; Kenneth H. Hieronymus, Eugene D. Duncan, exec vps; Charles A. Stillwell, secretary/treasurer; Gary E. Miller, Warren B. Wiethaupt, senior vps.

Phone: (314) 726-6020.

Kerker & Associates, Minneapolis, reported gross income of $3,052,845 in 1982 on billings of $20,335,899. In 1981, it reported gross income of $2,649,500 on billings of $17,829,800. Volume in 1982 consisted of $7,582,064 in media, $2,427,220 in materials and services and $10,326,615 in capitalized fees. In 1981, volume consisted of $7,457,800 in media, $2,243,300 in materials and services and $8,128,700 in capitalized fees. Accounts gained: DeZurik, Fiberite Corp., Boise Cascade timber and wood products group, Thrifty Scot Motels, Boisclair Corp. (public relations), Kajima Development Corp. (pr), Dai-Ichi Seimei America Corp. (pr). Lost: Equitable Life Insurance Co. of Iowa, Sheldahl. No billings breakdown was provided. Employes: 45. Top execs: Richard W. Kerker, chairman; Robert E. Marlow, ceo; Allen R. Sandvik, president; Kenneth R. Oelschlager, exec vp.; Charles C. Wanous, exec vp.

Phone: (612) 835-7922.

Keyes Martin, Springfield, N.J., reported gross income of $4,985,000 in 1982, including $25,000 in non-U.S. income, on billings of $29,386,000. In 1981, it reported gross income of $4,930,000, including $34,500 in non-U.S. income, on billings of $29,211,000. Volume in 1982 consisted of $17,350,000 in media, $1,510,000 in materials and services, $10,346,000 in capitalized fees and $180,000 in overseas billings. In 1981, volume consisted of $17,505,000 in media, $1,488,000 in materials and services, $10,318,000 in capitalized fees and $230,000 in non-U.S. media billings. Accounts gained: Computer Mart, Feudor Inc., New Jersey Devils, Monmouth Park Race Track, Benzel-Busch Motor Car Corp., Cybernet International, Deka Plastics, United Group. Lost: Fonda, Saxon Industries, Somerset Tire Service, UTV Cable Network, N.J. Department of Commerce. Billings breakdown: Newspapers 30%, magazines 10%, radio 15%, spot tv 10%, outdoor 5%, business papers 20%, transit advertising 2%, point of sale 3%, direct mail 5%. Employes: 90 in two offices. Top execs: Daniel Gaby, president; Leonard Brown, exec vp; John Carlino, Jerry Nussbaum, Jack Tucker, senior vps.

Phone: (201) 276-7300.

Knoth & Meads Co., San Diego, reported gross income of $2,591,987 in 1982 on billings of $16,722,500. In 1981, it reported gross income of $1,931,000 on billings of $13,796,000. Volume in 1982 consisted of $7,200,000 in media, $1,185,000 in materials and services and $8,337,500 in capitalized fees. In 1981, volume consisted of $5,835,000 in media, $1,945,000 in materials and services and $6,016,000 in capitalized fees. Accounts gained: General Dynamics, Bank of San Diego, Fairchild Industries, Abbott Labs, VitalMetrics, STARNET, Scientific-Atlanta, Litton Corp. and Litton Data Systems. Lost: Computer Automation, National Medical Enterprises, *San Diego Evening Tribune*, HRT Industries. Billings breakdown: Newspapers 55%, magazines 30%, radio 8%, spot tv 5%, outdoor 2%. Employes: 51 in three offices. Top execs: Richard C. Knoth, chairman-ceo; Richard W. Meads, president-coo; Charles Buck, exec vp; Norman Foster, senior vp-general manager; George Michael, senior vp-president, Knoth & Meads/Central (Dallas); David Arnold, vp-creative; Alan Kidd, vp-recruitment.

Phone: (619) 297-4006.

Kobs & Brady Advertising, Chicago, reported gross income of $3,780,627 in 1982 on billings of $25,867,081. In 1981, it reported gross income of $3,188,414 on billings of $21,925,300. Volume in 1982 consisted of $2,445,324 in media, $1,666,878 in materials and services and $21,754,879 in capitalized fees. In 1981, volume consisted of $1,784,900 in media, $2,889,300 in materials and services and $17,251,100 in capitalized fees. Accounts gained: Amoco Oil, Brookfield Zoo, Focus 800 Battery, Home Box Office, 3M Direct Response Marketing, Times-Mirror Magazines Book division, *TV-Cable Week*, U.S. Navy. Lost: New England Business Products, Premex Inc. and Xerox Corp. Billings breakdown: Newspapers 12%, magazines 26%, radio 5%, spot tv 12%, business papers 5%, direct mail 40%. Employes: 75 in two offices. Top execs: Jim Kobs, president; Tom Brady, Bill Gregory, senior vps.

Phone: (312) 944-3500.

Kraft Smith, Seattle, reported gross income of $2,487,376 in 1982 on billings of $20,100,179. In 1981, it reported gross income of $2,526,623 on billings of $21,766,506. Volume in 1982 consisted of $11,716,856 in media, $2,802,781 in materials and services and $5,580,542 in capitalized fees. In 1981, volume consisted of $13,963,651 in media, $2,515,753 in materials and services and $5,287,102 in capitalized fees. Accounts gained: Thousand Trails, Committee for Litter Control & Recycling, Swanson-Dean Corp. Lost: Clorox Olympic Stain division. Billings breakdown: Newspapers 27%, magazines 15%, radio 10%, network tv 15%, spot tv 30%, cable tv 1%, outdoor 1%, transit advertising 1%. Employes: 42. Top execs: Hugh A. Smith, chairman; Donald B. Kraft, president; James D. Winton, Terry Thompson, Stephen A. Darland, George Lowe, senior vps.

Phone: (206) 285-2222.

Kresser & Robbins, Los Angeles, reported gross income of $1,875,000 in 1982 on billings of $12,500,000. In 1981, it reported gross income of $1,500,000 on billings of $12,000,000. Volume in 1982 consisted of $9,000,000 in media, $1,300,000 in materials and services and $2,200,000 in capitalized fees. In 1981, volume consisted of $8,200,000 in media, $2,500,000 in materials and services and $1,300,000 in capitalized fees. Accounts gained: Alpine Electronics of America, KCET-TV (Los Angeles PBS), Gardenia Cheese Co., Star Computer Systems, Packaging Corp. of America. Lost: Clarion Corp. of America, Jack LaLanne European Health Spas. Billings breakdown: Newspapers 6%, magazines 20%, radio 10%, spot tv 60%, outdoor 2%, business papers 2%. Employes: 35. Top exec: Robert Kresser, president.

Phone: (213) 553-8254.

Lally, McFarland & Pantello, New York, reported gross income of $1,400,000 in 1982 on billings of $7,950,677. In 1981, it reported gross income of $670,000 on billings of $3,350,000. Volume in 1982 consisted of $3,800,000 in media, $500,000 in materials and services and $3,650,677 in capitalized fees. In 1981, volume consisted of $1,500,000 in media, $250,000 in materials and services and $1,600,800 in capitalized fees. Accounts gained: Whitehall Laboratories, Alcon Laboratories, Norwich Eaton. Billings breakdown: Magazines 50%, direct mail 20%, other 30%. Employes: 14. Top execs: Ron Pantello, president; John Lally, Jim McFarland, exec vps.

Phone: (212) 477-3434.

Lang, Fisher & Stashower Advertising, Cleveland, had estimated gross income of $3,300,000 in 1982 on billings of $22,192,630. In 1981, it had estimated gross income of $3,000,000 on billings of $20,175,120. Volume in 1982 consisted of $12,919,896 in media and $9,272,734 in capitalized fees. In 1981, volume consisted of $11,745,360 in media and $8,429,760 in capitalized fees. The agency has three subsidiaries, Creative Group, Systems Group and Market Design. Accounts gained: Bibb Co. consumer products division, Euclid Chemical, Sherwin-Williams consumer division (paint sundries), McLain Grocery. Lost: Mr. Wiggs, Bede, Dutch Pantry. Billings breakdown: Newspapers 18%, magazines 7%, supplements 1%, radio 18%, network tv 2%, spot tv 41%, outdoor 1%, business papers 5%, point of sale 2.5%, direct mail 2.5%, other 2%. Employes: 49. Top execs: David Stashower, president; Thomas S. Case, Edmund M. Kagy, senior vps.

Phone: (216) 771-0300.

Launey, Hachmann & Harris, New York, reported gross income of $1,447,500 in 1982 on billings of $9,650,000. In 1981, it reported gross income of $1,287,000 on billings of $8,579,970. Volume in 1982 consisted of $5,523,350 in media, $825,000 in materials and services and $3,301,650 in capitalized fees. In 1981, volume consisted of $4,785,000 in media, $795,000 in materials and services and $2,999,970 in capitalized fees. Accounts gained: Au Pare Inc., Standard Knitting Mills, Elizabethan China. Billings breakdown: Newspapers 6%, magazines 34%, supplements 10%, radio 10%, spot tv 18%, outdoor 1%, business papers 12%, point of sale 1%, direct mail 5%, other 3%. Employes: 16. Top execs: Robert E. Launey, president; Henry Hachmann, vp-creative director; Joseph Harris, vp-media director.

Phone: (212) 355-4100.

Lawler Ballard Advertising, Norfolk, Va., had estimated gross income of $4,100,000 in 1982 on billings of $27,320,000. In 1981, it had estimated gross income of $3,030,000 on billings of $20,200,000. It did not break out volume for either year. Billings breakdown: Newspapers 23%, magazines 12%, radio 24%, spot tv 28%, outdoor 1%, business papers 12%. Employes: 101 in four offices. Top execs: B.R. Lawler, president; J.D. Ballard, exec vp.

Phone: (804) 627-0261.

S.R. Leon Co., Great Neck, N.Y., had estimated gross income of $2,325,000 in 1982 on billings of $15,500,000. In 1981, it had estimated gross income of $2,200,000 on billings of $15,000,000. It did not break out its volume for either year. Accounts gained: Courtesy Drugs, West Cabot Cosmetics, Friendship Foods, Quality Bakers, Cooper Laboratories. Lost: Armstrong Rubber Co. Billings breakdown: Newspapers 5%, magazines 20%, radio 5%, network tv 50%, spot tv 10%, direct mail 10%. Employes: 20. Top execs: Thomas Leon, president; Max Brookmeyer, exec vp; Sandford Lunt, Mac Firetog, Ruth Orens, Claire Cobham, Linda Leon, senior vps.

Phone: (516) 487-0500.

Leonard Monahan Saabye, Providence, R.I., reported gross income of $1,340,000 in 1982, on billings of $8,937,000. In 1981, it reported gross income of $734,000 on billings of $3,095,000. Volume in 1982 consisted of $3,139,000 in media, $1,930,000 in materials and services and $3,868,000 in capitalized fees. In 1981, volume consisted of $275,000 in media, $[illegible]50,000 in materials and services and $1,470,000 in capitalized fees. Accounts gained: Wright Line, Mfg. Jewelers & Silversmiths of America, Puritan Life Insurance. Lost: Worcester Controls, Dennison National. Billings breakdown: Newspapers 18%, magazines 25%, radio 10%, spot tv 23%, cable tv 2%, business papers 20%, point of sale 1%, direct mail 1%. Employes: 33. Top execs: Bruce N. Leonard, president; Tom Monahan, Bob Saabye, exec vps; Ernie Schneck, Bob Pagano, senior vps.

Phone: (401) 277-9020.

Leslie Advertising, Greenville, S.C., reported gross income of $2,469,022 in 1982 on billings of $16,833,827. In 1981, it reported gross income of $1,826,623 on billings of $12,178,707. Volume in 1982 consisted of $9,929,107 in media, $2,320,565 in materials and services and $4,584,155 in capitalized fees. In 1981, volume consisted of $6,564,125 in media, $1,762,452 in materials and services and $3,852,130 in capitalized fees. Accounts gained: Holiday Health & Fitness Centers, Wendy's Hamburgers, Conner Homes Corp., Galenco. Lost: United Metal Services. Billings breakdown: Newspapers 12%, magazines 15%, radio 10%, spot tv 60%, outdoor 3%. Employes: 55. Top execs: William A. Leslie, chairman; E. Dean Anderson, president.

Phone: (803) 271-8340.

Levenson & Levenson, Dallas, spun off in July, 1981, from Bozell & Jacobs by husband-and-wife team, Stan and Barbara Levenson after merging with B&J in the late 1970s, reported net income of $182,920 and gross income of $2,228,076 in 1982 on billings of $17,877,629. Volume in 1982 consisted of $11,060,225 in media, $2,153,673 in materials and services and $4,663,731 in capitalized fees. The agency began anew with about $12,000,000 in billings from accounts it brought to B&J and which it was allowed to keep in the divestiture, with the following accounts: Fox Stanley Photo, San Antonio; Mandalay Four Seasons Hotel in Dallas; Mobil Communications Corp. of America, Jackson, Miss.; Rosewood Corp., Dallas; Southland Financial Corp., Dallas; Hunt-Stevens Inc.; Paramount, southwest region; United Artists, Dallas; Warner Bros., southwest region; Orion Pictures, southwest region; American Airlines and First Texas Savings—pr accounts. Lost: Mary Kay Cosmetics (went inhouse). Billings breakdown: Newspapers 35%, magazines 2%, radio 16%, spot tv 47%. Employes: 27. Top execs: Stanley R. Levenson, president; Barbara L. Levenson, exec vp.

Phone: (214) 556-0944.

Jack Levy & Associates, Chicago, reported gross income of $1,526,651 in 1982 on billings of $10,053,834. In 1981, it reported gross income of $1,629,790 on billings of $10,865,273. Volume in 1982 consisted of $4,386,925 in media, $715,015 in materials and services and $4,951,894 in capitalized fees. In 1981, volume consisted of $4,929,130 in media, $898,165 in materials and services and $5,037,978 in capitalized fees. Accounts gained: Shure Bros., Besnier U.S.A., Tennis Corp. of America. Lost: King Musical Instruments, Rock-Ola Manufacturing, Northwest Federal Savings. Billings breakdown: Newspapers 22%, magazines 37%, radio 9%, spot tv 14%, outdoor 1%, business papers 17%. Employes: 26. Top execs: Jack Levy, president; Mark Goldstein, senior vp-operations and media.

Phone: (312) 332-7540.

Lieberman-Appalucci, Allentown, Pa., reported gross income of $1,075,000 and net income of $32,000 in 1982 on billings of $7,558,500. In 1981, it reported gross income of $1,370,000 and net income of $52,000 on billings of $9,468,000. Volume in 1982 consisted of $2,900,000 in media, $990,000 in materials and services and $3,668,500 in capitalized fees. In 1981, volume consisted of $4,100,000 in media, $1,600,000 in materials and services and $3,768,000 in capitalized fees. Accounts gained: Alvin H. Butz Inc., East Stroudsberg Savings Assn., Outdoor World, Pinnacle Equipment Corp., Plasterer Equipment Co., Coca-Cola Bottling Co. of Lehigh Valley. Lost: Mack Trucks, Pumpit Concrete Pumps. Billings breakdown: Newspapers 2%, magazines 42%, radio 8%, outdoor 5%, direct mail 25%, other 18%. Employes: 21. Top execs: George R. Lieberman, chairman; Joseph L. Appalucci, president.

Phone: (215) 791-2011.

Liller Neal, Atlanta, reported gross income of $3,143,935 in 1982, on billings of $20,970,046. In 1981, it reported gross income of $3,500,496 on billings of $23,348,308. Volume in 1982 consisted of $8,306,418 in media, $1,032,636 in materials and services and $11,630,992 in capitalized fees. In 1981, volume consisted of $10,066,311 in media, $1,089,291 in materials and services and $12,192,706 in capitalized fees. Accounts gained: CibaVision, Comdial Telephone Systems, Corona Products Co., Creomulsion Co., Rer-tokil, Support Systems International and WATL-TV 36. Lost: Monsanto Textiles Co. and White Furniture Co. Billings breakdown: Newspapers 8.5%, magazines 6.1%, radio 12.5%, network tv 27.2%, spot tv 40.1%, cable tv 0.3%, outdoor 2.6%, business papers 1.8%, other .9%. Employes: 77. Top execs: H.G. Axelberg, ceo; R.E. Hodges, chairman; Lu Kapuscinski, president; J.D. Gonia, vice-chairman; Richard Hemsley and Merrill Williams, exec vps; Michael Daniel, senior vp-secretary/treasurer.

Phone: (404) 436-0221.

Lois, Pitts, Gershon, New York, reported gross income of $4,400,000 in 1982 on billings of $37,000,000. In 1981, it reported gross income of $3,912,000 on billings of $32,630,000. Volume in 1982 consisted of $26,000,000 in media and $11,000,000 in capitalized fees. (Billings include results of its LPG/PON subsidiary.) In 1981, volume consisted of $23,159,000 in media and $9,471,000 in capitalized fees. Accounts gained: Honda Dealers (tri-state, metro New York region), Tourneau Fine Watches, United Press International (all news services), Jiffy Lube, American Ballet Theatre (all licensed products), Clairol New Products: Invisimist Hair Spray, Isle of Aloe skincare products. LPG/PON added WPIX-FM, New York. Lost: WCBS-TV, Arby's, *Redbook*. Billings breakdown: Newspapers 13%, magazines 15%, radio 4%, network tv 27%, spot tv 35%, cable tv 2%, outdoor 1%, business papers 1%, transit advertising 1%, direct mail 1%. Employes: 48. Top execs: George Lois, chairman; Richard Gershon, president; Bill Pitts, exec vp; Dennis Mazzella, Kurt Weihs, Richard Lynne, senior vps; Dale Pon, president, LPG/PON.

Phone: (212) 974-1400.

Long, Haymes & Carr, Winston-Salem, N.C., reported gross income of $4,025,000 in 1982 on billings of $26,850,000. In 1981, it reported gross income of $3,100,000 on billings of $20,675,000. Volume in 1982 consisted of $15,650,000 in media, $5,700,000 in materials and services and $5,500,000 in capitalized fees. In 1981, volume consisted of $13,400,000 in media, $3,175,000 in materials and services and $4,100,000 in capitalized fees. Accounts gained: Hanes Knitwear (men's & boy's), McDonald's Mac Central Co-op, McLean Trucking, Peanut Shacks of America, R.J. Reynolds Tobacco International (U.S. tax free). Lost: Pilot Freight Carriers. Billings breakdown: Newspapers and supplements 21%, radio 4%, network tv 4%, spot tv 26%, outdoor 5%, magazines and business papers 21%, sales promotion, research, service fees 19%. Employes: 80. Top execs: Curtis E. Long, chairman-ceo; Joseph A. Haymes Jr., president; Austin H. Carr, exec vp.

Phone: (919) 765-3630.

Lord, Sullivan & Yoder, Marion, O., reported gross income of $3,999,728 in 1982 on billings of $29,624,999. In 1981, it reported gross income of $3,878,429 on billings of $27,492,399. Volume in 1982 consisted of $10,358,233 in media, $4,031,662 in materials and services and $15,235,104 in capitalized fees. In 1981, volume consisted of $11,952,006 in media, $3,580,791 in materials and services and $11,959,603 in capitalized fees. Accounts gained: Advanced Robotics, Inc.; Barefoot Grass; Dresser drilling equipment; Franklin University; Franklinton Financial Services; Roppe Rubber; Barber-Greene; Dodger Mfg.; Faultless Starch/Bon Ami. Lost: Mansfield Sanitary, Inc., Iowa Public Service. Billings break-

Gross income of $1,000,000 to $5,000,000

down: Newspapers 21%, magazines 10%, radio 19.5%, spot tv 21.5%, cable tv 0.1%, outdoor 1.5%, business papers 20%, farm publications 5.5%, direct mail 0.4%, Yellow Pages 0.5%. Employes: 94 in two offices. Top execs: John K. Lord, president; Robert E. Sullivan, exec vp-treasurer.

Phone: (614) 387-8500.

Lowengard & Brotherhood, Hartford, Conn., reported gross income of $1,167,234 in 1982, on billings of $7,955,758. In 1981, it reported gross income of $1,426,797 on billings of $9,062,264. Volume in 1982 consisted of $1,370,279 in media, $945,794 in materials and services and $5,639,685 in capitalized fees. In 1981, volume consisted of $2,115,266 in media, $860,063 in materials and services and $6,086,935 in capitalized fees. Accounts gained: Bradley Air Museum, C.H. Dexter Medical Products, EBI Services, Johnson Memorial Hospital, Mark Levinson Audio, Nautilus Memorial Committee and Orion Group. Lost: Connecticut National Bank. Billings breakdown: Newspapers 40%, magazines 13%, radio 29%, spot tv 16%, outdoor 2%. Employes: 23. Top execs: Will W. White III, ceo; Mary O'Connor, president; Jerome H. Lowengard, secretary-director; John O. Brotherhood, Herbert J. Kramer, directors.

Phone: (203) 525-4471.

Sam Lusky Associates, Denver, reported gross income of $1,137,268 in 1982 on billings of $8,137,099. In 1981, it reported gross income of $1,046,558 on billings of $7,181,506. Volume in 1982 consisted of $3,290,038 in media, $1,133,386 in materials and services and $3,713,675 in capitalized fees. In 1981, volume consisted of $2,996,075 in media, $1,071,241 in materials and services and $3,114,190 in capitalized fees. Accounts gained: Pride Inc., Richard Allen Executive Research, Summit Wines, Cooley Gravel. Lost: SSOE: Mountain States Legal Foundation, Weberg Furniture, Urban Investment and Development Co. and Vail Resort Assn. Billings breakdown: Newspapers 30%, magazines 22%, radio 37%, network tv 10%, outdoor 1%. Employes: 30. Top execs: Sam Lusky, president; Josef P. Holbert, senior vp-creative services; Warren J. Van Dyke, senior vp-account services.

Phone: (303) 623-4141.

M.E.D. Communications, Hopelawn, N.J., reported gross income of $4,400,000 in 1982 on billings of $37,648,000. In 1981, it reported gross income of $3,950,000 on billings of $32,646,500. Volume in 1982 consisted of $5,000,000 in media, $3,300,000 in materials and services and $29,348,000 in capitalized fees. In 1981, volume consisted of $4,000,000 in media, $2,300,000 in materials and services and $26,346,500 in capitalized fees. Accounts gained: Johnson & Johnson (orthopedic division), Becton-Dickinson, Wyeth Laboratories, TAP Pharmaceuticals, Boots Pharmaceuticals, Ross Laboratories, ARA Health Sector Services, Pharmacia Opthalmics. Billings breakdown: Magazines 20%, supplements 40%, direct mail 5%, other 35%. Employes: 69 in two offices. Top execs: Robert Portman, president; David I. Portman, exec vp.

Phone: (201) 636-6600.

Mace Advertising Agency, Morton, Ill., reported gross income of $1,436,701 in 1982 on billings of $15,639,908. In 1981, it reported gross income of $1,408,093 on billings of $20,883,131. Volume in 1982 consisted of $8,373,236 in media, $381,551 in materials and services and $6,885,121 in capitalized fees. In 1981, volume consisted of $13,442,608 in media, $547,211 in materials and services and $6,893,312 in capitalized fees. Accounts gained: Eddie's Bistro, Henshaw Electronics, Sacred Heart Credit Union, A. Cummings & Sons. Lost: Seafare Restaurants. Billings breakdown: Newspapers 23%, magazines 2%, radio 4%, spot tv 46%, outdoor 4%, Yellow Pages 21%. Employes: 36 in eight offices. Top execs: Robert F. Voss, president-chairman; Robert D. Heubach, senior vp-treasurer.

Phone: (309) 266-5371.

MacNamara, Clapp & Klein, New York, reported gross income of $2,119,504 in 1982 on billings of $14,433,025. The agency did not report its 1981 figures. Volume in 1982 consisted of $4,056,000 in media, $414,300 in materials and services and $9,962,725 in capitalized fees. Accounts gained: MEM Co. (English Leather, Wind Drift, Timberline, Heaven Sent, Racquet Club, Embracing, Tinkerbell); McGraw-Hill professional managerial network; Poporama; American Teleconnect, Tribune Co. Syndicate. Billings breakdown: Newspapers 2%, magazines 8%, radio 8%, network tv 51%, spot tv 28%, cable tv 1%, business papers 1%, direct mail 1%. Employes: 14. Top execs: Jeffrey W. Clapp, president; Donald Klein, exec vp-creative director; Frank MacNamara, exec vp-media director.

Phone: (212) 838-6130.

Maher, Pastor & Stevens, Hartford, Conn., reported gross income of $2,880,000 in 1982 on billings of $19,200,000. In 1981, it reported gross income of $1,500,000 on billings of $15,000,000. The agency did not break out its billings for either year. Accounts gained: Advest Inc., Automatic Comfort Corp., Connecticut Credit Union League, Entertainment Network, Northeast Bancorp. Lost: Bushnell Memorial, United Cable Television. Billings breakdown: Newspapers 10%, magazines 10%, radio 20%, spot tv 30%, outdoor 5%, business papers 10%, direct mail 5%, other 10%. Employes: 27. Top execs: Edwin Ray Maher, president-ceo; Stanton P. Beaghen, senior vp-general manager.

Phone: (203) 549-4630.

Malone Inc., Akron, O., reported gross income of $2,550,000 in 1982 on billings of $17,000,000. In 1981, it reported gross income of $1,950,000 on billings of $13,000,000. Volume in 1982 consisted of $4,650,000 in media, $1,350,000 in materials and services and $11,000,000 in capitalized fees. In 1981, volume consisted of $3,850,000 in media, $900,000 in materials and services and $8,250,000 in capitalized fees. Billings breakdown: Newspapers 9%, magazines 13%, radio 8%, spot tv 5%, outdoor 2%, business papers 3%, transit advertising 1%, point of sale 18%, direct mail 5%, other 36%. Employes: 55. Top execs: Harry P. Stitzlein, chairman-ceo; Bain L. Malone, president-coo.

Phone: (216) 376-6148.

Manning & Associates, San Diego, reported gross income of $1,000,000 in 1982 on billings of $2,567,500. In 1981, it reported gross income of $934,500 on billings of $2,315,920. Volume in 1982 consisted of $600,000 in media, $300,000 in materials and services and $1,667,500 in capitalized fees. In 1981, volume consisted of $551,000 in media, $257,500 in materials and services and $1,507,420 in capitalized fees. Billings breakdown: Newspapers 5%, magazines 5%, radio 5%, network tv 8%, business papers 77%. Employes: 7. Top exec: Donald J. Manning, president.

Phone: (619) 566-4540

Marc & Co., Pittsburgh, reported gross income of $3,450,000 in 1982 on billings of $23,000,000. In 1981, it reported gross income of $3,200,000 on billings of $21,330,000. Volume in 1982 consisted of $18,600,000 in media, $3,150,000 in materials and services and $1,250,000 in capitalized fees. In 1981, volume consisted of $17,500,000 in media, $2,600,000 in materials and services and $1,230,000 in capitalized fees. Billings breakdown: Newspapers 8%, radio 16%, spot tv 59%, other 17%. Employes: 75. Top exec: Louis J. Cardamone, president.

Phone: (412) 562-2000.

Margeotes/Fertitta & Weiss, New York, reported gross income of $3,216,320 and net income of $42,709 in 1982 on billings of $16,928,000, of which $15,573,760 was in U.S. volume. In 1981, it reported gross income of $2,796,800 and net income of $37,138 on billings of $14,720,000, of which $13,542,400 was in U.S. volume. Volume in 1982 consisted of $9,716,011 in media, $2,877,760 in materials and services and $2,979,989 in capitalized fees, plus $1,354,240 in overseas media. In 1981, volume consisted of $8,448,705 in media, $2,502,400 in materials and services, $2,591,295 in capitalized fees, plus $1,177,600 in overseas media. Accounts gained: Pepperidge Farm's Delacre biscuit, Maxim Appliances, White Furniture, Bancomer, S.A., 9 West Shoes. Lost: Baume & Mercier, *Town & Country*. Billings breakdown: Newspapers 20%, magazines 45%, supplements 10%, radio 5%, spot tv 10%, point of sale 2%, direct mail 5%, other 3%. Employes: 12. Top execs: John Margeotes, president; George Fertitta, exec vp.

Phone: (212) 687-8231.

Maris, West & Baker, Jackson, Miss., reported gross income of $1,336,277 in 1982 on billings of $8,911,571. In 1981, it reported gross income of $1,080,000 on billings of $7,200,000. Volume in 1982 consisted of $1,752,680 in media, $1,039,773 in materials and services and $6,119,118 in capitalized fees. It did not break out its 1981 volume. Accounts gained: Deposit Guaranty National Bank, Hancock Bank, National Microtech, Studebakers, General Equipment Motors, International Paper, Mississippi Highway Commission, Riverside Hospital, Woman's Hospital, National Bank of Commerce, Southern Vital Records. Lost: First Mississippi National Bank, First National Bank of Vicksburg, Doctor's Hospital. Billings breakdown: Newspapers 28%, magazines 22%, radio 13%, network tv 27%, outdoor 9%, other 1%. Employes: 26. Top exec: Gerrit A. Maris, president; Norman West, exec vp.

Phone: (601) 362-6306.

Marketing Support, Chicago, reported gross income of $2,112,258 in 1982 on billings of $17,781,670. In 1981, it reported gross income of $1,981,514 on billings of $17,324,505. Volume in 1982 consisted of $1,852,806 in media, $1,840,104 in materials and services and $14,088,760 in capitalized fees. In 1981, volume consisted of $1,720,000 in media, $2,387,807 in materials and services and $13,216,698 in capitalized fees. Accounts gained: Acme Burgess consumer products, W.R. Brown paint compressors, Cerro Copper, Continental Grain-ContiCoal division, Intermatic outdoor lighting, National Home Furnishing Assn., Beatrice Foods plumbing group division, Teccor residential dimmers. Lost: Raichle Molitor USA. Billings breakdown: Newspapers 15%, magazines 10%, supplements 5%, radio 10%, network tv 10%, spot tv 15%, outdoor 2%, business papers 15%, point of sale 10%, direct mail 3%, other 5%. Employes: 41. Top execs: David L. Weiner, president; Kenneth Chakiris, exec vp.

Phone: (312) 565-0044.

Marquardt & Roche, Stamford, Conn., reported gross income of $1,799,960 in 1982 on billings of $12,003,712. In 1981, it reported gross income of $1,610,164 on billings of $10,737,976. Volume in 1982 consisted of $4,048,157 in media and $7,955,555 in capitalized fees. In 1981, volume consisted of $3,634,800 in media and $7,103,176 in capitalized fees. Accounts gained: Union Carbide Corp.'s engineering process department., Tetko Inc., General Electric Credit Corp's. distribution sales financing division, United Technologies Corp., United Space Boosters. Billings breakdown: Newspapers 10%, magazines 5%, business papers 60%, direct mail 5%, other 20%. Employes: 38. Top execs: James J. Marquardt, president; Edwin J. Roche, exec vp.

Phone: (203) 327-0890.

Mars Advertising, Southfield, Mich., reported gross income of $3,600,000 in 1982 on billings of $24,000,000. The agency did not report figures for 1981. Volume in 1982 consisted of $20,000,000 in media and $4,000,000 in materials and services. Billings breakdown: Newspapers 20%, magazines 5%, supplements 7%, radio 20%, spot tv 35%, cable tv 3%, outdoor 5%, transit advertising 2%, direct mail 3%. Employes: 75 in three offices. Top execs: Marilyn Barnett, president-ceo; Ken Barnett, exec vp-general manager; John Tierney, first senior vp; Scott Adams, Paul Grenadier, senior vps.

Phone: (313) 354-9760.

Martin, Sturtevant, Silverman & Marshall, New York, reported gross income of $2,130,150 and net income of $337,000 in 1982 on billings of $14,201,950. In 1981, it reported gross income of $1,232,550 and net income of $306,680 on billings of $10,783,300. Volume in 1982 consisted of $9,100,000 in media, $1,200,000 in materials and services and $3,901,950 in capitalized fees. In 1981, volume consisted of $6,931,100 in media, $827,200 in materials and services and $3,025,000 in capitalized fees. Accounts gained: Meridien Hotels, Avianca Airlines, MGM/UA Home Video, IBM (projects), Finnair (projects). Lost: Ben Hur Fashions, Trusthouse Forte Hotels. Billings breakdown: Newspapers 10%, magazines 25%, radio 10%, network tv 5%, spot tv 25%, cable tv 10%, transit advertising 5%, point of sale 5%, direct mail 5%. Employes: 18. Top exec: John C. Martin Jr., president.

Phone: (212) 832-3750.

Marvel Inc., Boca Raton, Fla., reported gross income of $1,500,000 in 1982 on billings of $9,000,000. In 1981, it reported gross income of $1,700,000 and net income of $200,000 on billings of $11,000,000. Volume in 1982 consisted of $5,000,000 in media, $4,000,000 in materials and services. In 1981, volume consisted of $6,000,000 in media and $5,000,000 in materials and services. Accounts gained: Southern Systems, American Pump, Adapto Steel Products, Prekote Inc. Lost: Airpax. Billings breakdown: Newspapers 2%, magazines 50%, radio 2%, network tv 2%, point of sale 1%, direct mail 3%, other 40%. Employes: 24 in two offices. Top execs: Gary Marvel, president; Paul S. Hammond, exec vp.
Phone: (305) 994-2300.

Marvin & Leonard, Boston, had estimated gross income of $1,150,000 in 1982 on billings of $7,650,000. In 1981, it had estimated gross income of $1,125,000 on billings of $7,500,000. It did not break out volume for either year. Accounts gained: Maine Savings Bank, GMC Truck Dealers Assn., Ballston Knitting Mills, Lotus Development, 3R Computers, First Phone of New England, Tender Corp., Unicorn Park (R.M. Bradley Co.) Au Bon Pain, South Shore Bank. Lost: T.N.C., Proctor Trust, Schmid Bros. Billings breakdown: Newspapers 15%, magazines 30%, radio 10%, spot tv 20%, business papers 20%, other 5%. Employes: 30. Top execs: Leonard S. Kanzer, president; Charles Harding, senior vp.

Phone: (617) 262-1221.

Maslow, Gold & Rothschild, Boston, had estimated gross income of $1,020,000 in 1982 on billings of $6,800,000. In 1981, it had estimated gross income of $900,000 on billings of $6,000,000. Volume in 1982 consisted of $4,080,000 in media, $2,720,000 in materials and services and $2,234,450 in capitalized fees. In 1981, volume consisted of $3,600,000 in media, $2,400,000 in materials and services and $1,967,650 in capitalized fees. Accounts gained: Europa Design, CWC Textron, Furman Lumber Products, Affiliated Law Offices of James Sokolove, Hanson Energy Corp. Lost: Appropriate Technology, Zip-Call, Richley Shoe. Billings breakdown: Newspapers 19%, magazines 24%, supplements 4%, radio 14%, spot tv 11%, cable tv 2%, outdoor 3%, business papers 7%, transit advertising 2%, point of sale 4%, direct mail 10%. Employes: 26 in two offices. Top execs: Saul Gold, chairman; David Rogovin, president; Alan Maslow, vice-chairman; Jack Rothschild, exec vp.

Phone: (617) 482-7700.

Mathieu, Gerfen & Bresner/Bloom, New York, now known as the Bloom Agency, a subsidiary of The Bloom Cos., reported gross income of $4,200,000 in 1982 on billings of $28,200,000. In 1981, it reported gross income of $3,500,000 on billings of $23,400,000. The agency did not break out its 1982 or 1981 billings. Accounts gained: New York Air, Hirsch USA, Boots Pharmaceuticals. Lost: State Line Potato Chip Co. Billings breakdown: Newspapers 5%, magazines 35%, supplements 5%, network tv 15%, spot tv 25%, outdoor 10%, transit advertising 5%. Employes: 60. Top execs: Robert H. Bloom, chairman-ceo, The Bloom Cos.; Armand J. Mathieu, chairman-creative director; Henry J. Gerfen, president-coo; Stuart Bresner, exec vp-art director; Nathaniel Norton, David Rutkin, senior vps management supervisors.

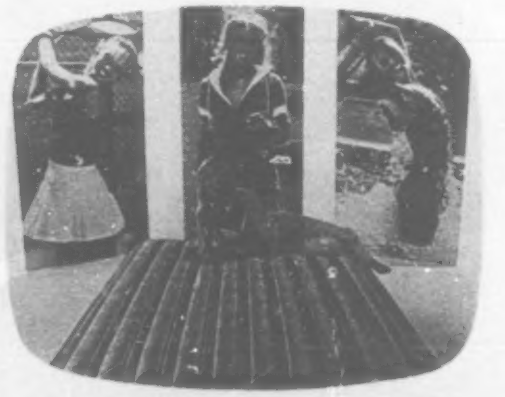
Phone: (212) 370-1313.

Media Selection Corp., Santa Barbara, Cal., reported gross income of $2,082,034 and net income of $442,389 in 1982 on billings of

PORTFOLIO:

Don Tennant

Friendly, human persuasion. It happens when you strike a chord in your consumers, one at a time; when you give them a strong image linked tightly to a solid product concept; when you get them to look at your advertising and say, "That's the way I feel!" or "That's the way I am!" When you accomplish that, you get them to say "That product is for me!" Our philosophy is just this simple: We want to bring products we believe in, to people we believe in.



Gross income of $1,000,000 to $5,000,000

$11,069,176. It did not report 1981 figures. Volume in 1982 consisted of $254,000 in media, $243,000 in materials and services and $10,572,176 in capitalized fees. Accounts gained: Atari, Collectors' Showcase, Synthoil Corp., Western Horseman, Tuned-In, Mesa, *Ultra-Light & Homebuilt Aircraft*, *Pet Business*, Heritage Mint. Lost: *Bestways*, Zoobooks, Anacapa Fund, *Desert*, *Dyna-Med* Magazines. Billings breakdown: Magazines 40%, direct mail 35%, other 25%. Employes: 90 in four offices. Top execs: Maureen Stock, president; Mike Ciuffreda, publisher aide president; Jim Lance, media selection president.

Phone: (805) 964-8196.

Mendoza, Dillon & Asociados, Newport Beach, Cal., reported gross income of $1,800,000 in 1982 on billings of $12,284,200. Its gross income in 1981 was $1,670,000 on billings of $11,138,900. The agency's 1982 volume consisted of $2,680,000 in media, $1,200,000 in materials and services and $8,404,200 in capitalized fees. Its 1981 U.S. volume consisted of $1,667,500 in media, $1,467,400 in materials and services and $8,004,000 in capitalized fees. Accounts gained: Certs (special projects), Taco Bell, Sure & Natural, Halls, Atari, Denny's, Stroh's beer. Lost: Post Cereals. Billings breakdown: Magazines 2%, radio 15%, network tv 40%, spot tv 40%, outdoor 3%. Employes: 13. Top execs: Richard E. Dillon, president-chairman; Nicolas O. Mendoza, senior vp-creative director.

Phone: (714) 851-1811.

Merling, Marx & Seidman, New York, reported gross income of $1,100,000 in 1982 on billings of $6,750,000. In 1981, it reported gross income of $735,000 on billings of $4,700,000. Volume in 1982 consisted of $6,050,000 in media, $575,000 in materials and services and $125,000 in capitalized fees. It did not break out its 1981 volume. Billings breakdown: Newspapers 55%, magazines 20%, spot tv 10%, business papers 10%, direct mail 5%. Employes: 21. Top exec: Arthur Marx, president.

Phone: (212) 683-2100.

Metzdorf Advertising, Houston, reported gross income of $1,532,108 and net income of $173,176 in 1982 on billings of $25,512,112. In 1981, it reported gross income of $1,098,614 and net income of $100,882 on billings of $23,277,979. Volume in 1982 consisted of $9,611,252 in media, $2,402,607 in materials and services and $13,498,253 in capitalized fees. In 1981, volume consisted of $7,001,534 in media, $2,243,047 in materials and services and $14,033,398 in capitalized fees. Accounts gained: Igloo, San Antonio GMC. Lost: Conoco. Billings breakdown: Newspapers 12%, magazines 2%, supplements 1%, radio 25%, network tv 10%, spot tv 25%, outdoor 4%, business papers 21%. Employes: 65. Top execs: Lyle Metzdorf, chairman; Clyde Burleson, president.

Phone: (713) 526-5361.

R.L. Meyer Advertising & Promotions, Milwaukee, reported gross income of $1,071,186 and net income of $53,706 in 1982 on billings of $7,539,387. In 1981, it reported gross income of $1,194,436 and net income of $185,664 on billings of $8,069,321. Volume in 1982 consisted of $3,834,532 in media, $871,372 in materials and services and $2,833,483 in capitalized fees. In 1981, volume consisted of $4,104,796 in media, $953,621 in materials and services and $3,010,904 in capitalized fees. Accounts gained: Jewel T, Seven-Up Bottlers of Southeastern Wisconsin. Lost: Sargento Cheese, Downers Inc., Wisconsin Pharmacal. Billings breakdown: Newspapers 20%, magazines 15%, radio 20%, spot tv 15%, outdoor 3%, transit advertising 1%, point of sale 1%, direct mail 1%, other 24%. Employes: 25. Top exec: Robert L. Meyer, president.

Phone: (414) 933-3344.

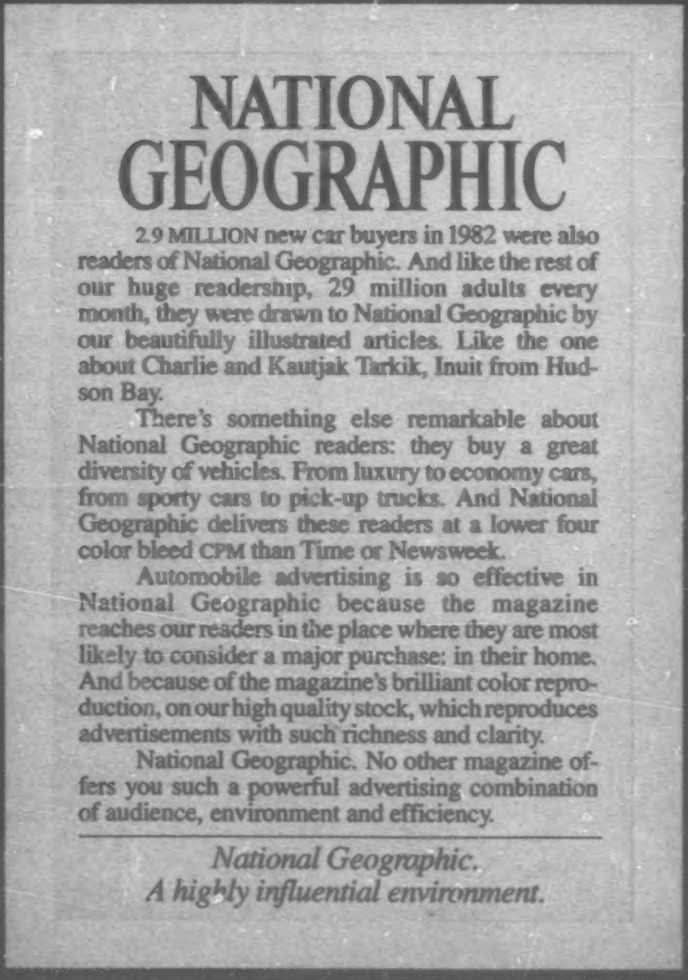
Miller Advertising, New York, reported gross income of $3,700,000 in 1982 on billings of $23,400,000. In 1981, it reported gross income of $3,300,000 on billings of $22,300,000. Volume in 1982 consisted of $20,500,000 in media, $240,000 in materials and services and $2,660,000 in capitalized fees. In 1981, volume consisted of $20,000,000 in media, $300,000 in materials and services and $2,000,000 in capitalized fees. Billings breakdown: Newspapers 65%, magazines 5%, radio 15%, spot tv 5%, cable tv 2%, outdoor 2%, business papers 2%, transit advertising 2%, direct mail 2%. Employes: 90 in two offices. Top execs: Leonard Miller, chairman; Robert Miller, president.

Phone: (212)-929-2200.

Miller-Reid Group, Chattanooga, Tenn., had estimated gross income of $1,900,000 in 1982 on billings of $12,875,000. In 1981, it had estimated gross income of $370,000 on billings of $2,482,000. Volume in 1982 consisted of $11,057,000 in media, $364,000 in materials and services and $1,454,000 in capitalized fees. In 1981, volume consisted of $1,129,000 in media, $186,000 in materials and services and $1,167,000 in capitalized fees. Accounts gained: CARTA, John Rist Jewelers, La-Z-Boy Showcase, Playtime, Smith Design Group, various Coca-Cola Bottlers. Lost: ASP International, Fiberglass Insulators, Lawrence-Doster Motors, Security Vaults. Billings breakdown: Newspapers 10%, magazines 5%, radio 15%, spot tv 60%, outdoor 5%, point of sale 5%. Employes: 35 in seven offices. Top exec: Kent Keasler, president.

Phone: (615) 756-2131.

Last year Charlie and Kautjak helped sell a new car to 2.9 million people.



NATIONAL GEOGRAPHIC

2.9 MILLION new car buyers in 1982 were also readers of National Geographic. And like the rest of our huge readership, 29 million adults every month, they were drawn to National Geographic by our beautifully illustrated articles. Like the one about Charlie and Kautjak Tarkik, Inuit from Hudson Bay.

There's something else remarkable about National Geographic readers: they buy a great diversity of vehicles. From luxury to economy cars, from sporty cars to pick-up trucks. And National Geographic delivers these readers at a lower four color bleed CPM than Time or Newsweek.

Automobile advertising is so effective in National Geographic because the magazine reaches our readers in the place where they are most likely to consider a major purchase: in their home. And because of the magazine's brilliant color reproduction, on our high quality stock, which reproduces advertisements with such richness and clarity.

National Geographic. No other magazine offers you such a powerful advertising combination of audience, environment and efficiency.

National Geographic.
A highly influential environment.

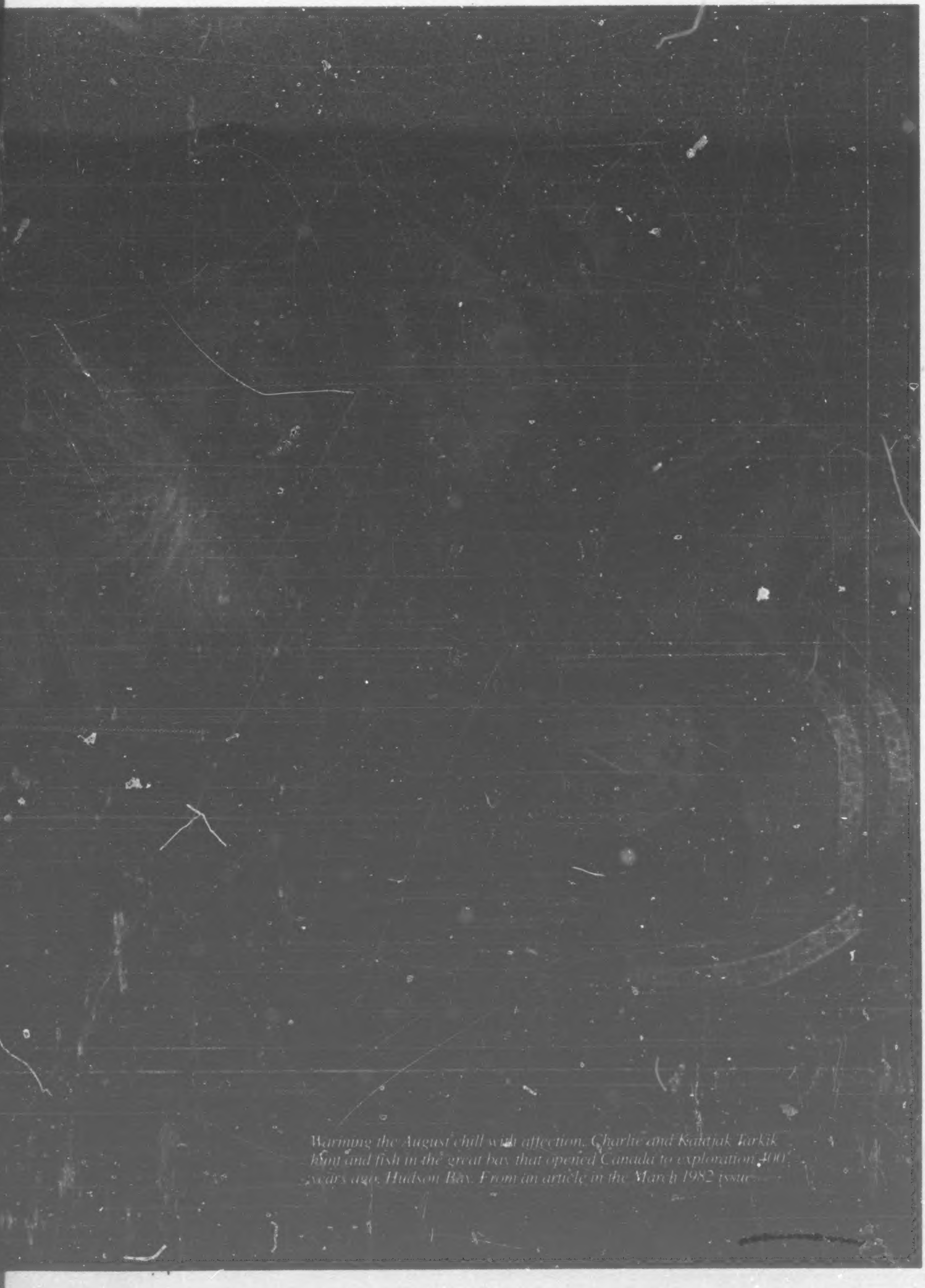
SOURCE: 1982 MRI

Mills Hall Walborn & Associates, Cleveland, reported gross income of $1,500,000 in 1982 on billings of $13,055,000. In 1981, it reported gross income of $930,623 on billings of $9,189,004. Volume in 1982 consisted of $8,350,000 in media, $1,000,000 in materials and services and $3,705,000 in capitalized fees. In 1981, volume consisted of $6,986,004 in media, $540,000 in materials and services and $1,663,000 in capitalized fees. Accounts gained: Darien Lake Amusement Park, Marriott Hotels, Lagoon Amusement Park. Billings breakdown: Newspapers 33%, magazines 1%, supplements 2%, radio 20%, spot tv 41%, outdoor 2%, direct mail 1%. Employes: 23 in three offices. Top execs: Michael A. Mooney, president; Alfred J. Hall, exec vp, Bruce C. Walborn, ceo.

Phone: (216) 464-7500.

Mintz & Hoke, Avon, Conn., reported gross income of $2,975,000 in 1982 on billings of $19,838,000. Included is $37,500 in non-U.S. income for 1982. In 1981, it reported gross income of $2,386,837 on billings of $15,911,000. Non-U.S. gross income in 1981 was $42,150. Volume in 1982 consisted of $10,000,000 in media, $1,070,000 in materials and services and $8,518,000 in capitalized fees. The agency's 1982 overseas volume consisted of $250,000 in capitalized fees. In 1981, volume consisted of $8,000,000 in media, $1,030,000 in materials and services and $6,600,000 in capitalized fees. Its 1981 foreign volume consisted of $281,000 in capitalized fees. Accounts gained: University of Hartford, First National Supermarkets, Hartford Steam Boiler Inspection & Insurance Co., Waters Associates. Lost: Superior Electric. Billings breakdown: Newspapers 10%, magazines 3%, supplements 5%, radio 19%, spot tv 40%, outdoor 1%, business papers 20%, transit advertising 1%, direct mail 1%. Employes: 65. Top execs: Alan Mintz, ceo; Joseph Hoke, president; Dale Kesel, exec vp.

Phone: (203) 678-0473.



Warming the August chill with affection, Charlie and Kaitjak Tarkik hunt and fish in the great bay that opened Canada to exploration 400 years ago, Hudson Bay. From an article in the March 1982 issue.

Monett Media, Atlanta, reported gross income of $1,300,000 in 1982 on billings of $3,001,000. In 1981, it reported gross income of $900,000 on billings of $2,034,000. Volume in 1982 consisted of $1,000,000 in media and $2,001,000 in capitalized fees. In 1981, volume consisted of $700,000 in media and $1,334,000 in capitalized fees. Accounts gained: Sheraton Century Center Hotel, DeKalb Tire Co. Billings breakdown: Newspapers 25%, radio 25%, network tv 15%, spot tv 20%, other 15%. Employes: 5. Top exec: David S. Monett, president.

Phone: (404) 231-9050.

Montgomery & Associates, Bala-Cynwyd, Pa., reported gross income of $1,725,000 in 1982 on billings of $11,500,000. In 1981, it reported gross income of $1,650,000 on billings of $11,000,000. Volume in 1982 consisted of $9,500,000 in media, $1,100,000 in materials and services and $900,000 in capitalized fees. In 1981, volume consisted of $9,000,000 in media, $1,250,000 in materials and services and $750,000 in capitalized fees. Accounts gained: Invisible Fence Co., Norton & Co., C.W. Thomas, Skytop Lodge, Venice Spumoni Co., Zerpol Inc. Billings breakdown: Newspapers 15%, magazines 10%, radio 15%, spot tv 55%, business papers 5%. Employes: 30. Top execs: Harold B. Montgomery, president; Barclay Hallowell, Ronald Gornstein, Robert Bach, senior vps.

Phone: (215) 667-7580.

Mullen Advertising, Beverly Farms, Mass., reported gross income of $1,020,000 in 1982 on billings of $6,800,000. In 1981, it reported gross income of $787,500 on billings of $5,250,000. Volume in 1982 consisted of $3,774,500 in media, $690,000 in materials and services and $2.335,500 in capitalized fees. In 1981, volume consisted of $2,897,500 in media, $625,000 in materials and services and $1,7[illegible],500 in capitalized fees. Accounts gained: Timberland, *High Technology*, *Technology Illustrated*, Kneissl Tennis Racquets, Wool Shop. Billings breakdown: Newspapers 15%, magazines 60%, radio 10%, spot tv 10%, direct mail 2%, other 3%. Employes: 20. Top execs: James X. Mullen, president.

Phone: (617) 927-7222.

Muller Jordan Weiss, New York, reported gross income of $4,897,964 in 1982 on billings of $34,413,221. In 1981, it reported gross income of $4,635,573 on billings of $31,302,802. Volume in 1982 consisted of $22,484,398 in media, $5,162,465 in materials and services and $5,336,000 in capitalized fees. In 1981, volume consisted of $21,192,565 in media, $4,778,170 in materials and services and $4,068,700 in capitalized fees. (The agency's 1982 figures include $1,430,358 in overseas media and $172,103 in non-U.S. income. Its 1981 figures include $1,263,367 in media volume and $153.600 in non-U.S. income.) Accounts gained: National Hypertension Assn., New York Merchandise Mart, Walden Farms Salad Dressing. Lost: ABC Radio Network. Billings breakdown: Newspapers 3%, magazines 18%, radio 12%, network tv 4%, spot tv 35%, outdoor 3%, business papers 14%, farm publications 11%. Employes: 92 in three offices. Top execs: John T. Jordan, chairman-ceo; Jane Maas, president; Frank B. Muller, exec vp/treasurer; Andrew M. Weiss, exec vp.

Phone: (212) 399-2700.

Murray/Bradley Group of Cos., Anchorage, Alaska, reported gross income of $1,529,569 in 1982 on billings of $11,431,633. In 1981, it reported gross income of $1,421,676 on billings of $9,129,612. Volume in 1982 consisted of $1,979,369 in media, $1,898,058 in materials and services and $7,554,206

Gross income of $1,000,000 to $5,000,000

in capitalized fees. In 1981, volume consisted of $1,272,686 in media, $580,430 in materials and services and $7,276,496 in capitalized fees. Accounts gained: Alaska Chiropractic Society, Aimex Corp., Advanced Computer Solutions, Alaska Pacific Bank, Humana, Nerlands, Quik Stop Stores, South Pacific Island Airways, Younker Datsun. Lost: Quadrant, Gold Pin Fun Centers, U.S. II. Billings breakdown: Newspapers 20%, supplements 1%, magazines 11%, radio 3%, spot tv 28%, cable tv 6%, business papers 3%, direct mail 5%, other 5%. Employes: 40 in two offices. Top exec: Rodney Bradley, president.

Phone: (907) 276-6353.

Mutual Media Inc., Englewood Cliffs, N.J., had estimated gross income of $2,800,000 in 1982 on billings of $19,200,000. Its estimated gross income in 1981 was $2,100,000 on billings of $14,300,000. Volume in 1982 consisted of $19,200,000 in media. Its 1981 volume consisted of $14,300,000 in media. Accounts gained: Alert Shoe Co., Dancing Stocks Publishing Co., Flush Records, New Frontier Publishing. Billings breakdown: Newspapers 2%, magazines 5%, radio 10%, network tv 5%, spot tv 78%.The agency has 26 employes. Top execs: David Blank, president; Lester T. Kempner, senior vp.

Phone: (201) 871-0690.

Frank C. Nahser Inc., Chicago, reported gross income of $1,991,000 in 1982 on billings of $15,258,000. In 1981, it reported gross income of $2,073,000 on billings of $15,373,000. Volume in 1982 consisted of $7,776,000 in media, $1,976,000 in materials and services and $5,506,000 in capitalized fees. In 1981, volume consisted of $7,892,000 in media, $2,462,000 in materials and services and $5,019,000 in capitalized fees. Accounts gained: Vienna Sausage Mfg. Co., Griffith Laboratories USA, LCN Closers, Miller Shoe Co. Lost: Noritake. Billings breakdown: Newspapers 2%, magazines 50%, supplements 10%, radio 10%, spot tv 2%, business papers 20%, Yellow Pages 6%. Employes: 42 in two offices. Top execs: Frank C. Nahser, chairman; Frank B. Nahser, president.

Phone: (312) 346-1260.

Needham & Grohmann, New York, reported gross income of $1,598,675 in 1982 and net income of $51,744 on billings of $11,013,136. In 1981, it reported gross income of $1,521,769 and a net loss of $7,596 on billings of $10,742,628. Volume in 1982 consisted of $6,857,620 in media, $1,885,281 in materials and services and $2,270,235 in capitalized fees. In 1981, volume consisted of $7,504,245 in media, $2,034,948 in materials and services and $1,203,435 in capitalized fees. (Figures do not include a subsidiary, Needham & Grohman/South, Pompano Beach, Fla.) Accounts gained: Collins Development Corp., The Boulders. Lost: Washington Sheraton, Atlanta Sheraton. Overseas accounts added: Belmont, Bermudiana, Harmony Hall Hotels (all in Bermuda), Gulf & Western Hotels, the Dominican Republic. Billings breakdown: Magazines 98%, tv/radio 1.46%, outdoor 0.54%. Employes: 45 in two offices. Top exec: Howard A. Heinsius.

Phone: (212) 245-6200.

Newmark, Posner & Mitchell, New York, had estimated gross income of $1,800,000 in 1982 on billings of $13,108,910. In 1981, its estimated gross income was $1,200,000 on billings of $9,020,779. Volume in 1982 consisted of $11,140,000 in media, $815,000 in materials and services and $1,153,910 in capitalized fees. Its 1981 U.S. volume consisted of $7,630,000 in media, $605,000 in materials and services and $785,779 in capitalized fees. Billings breakdown: Newspapers 84%, magazines 6%, radio 4%, spot tv 1%, outdoor 1%, business papers 3%, point-of-sale 0.5%, direct mail 0.5%. The agency has 46 employes. Top exec: Sidney Posner, president.

Phone: (212) 867-3900.

Northrup & Teel, Pittsford, N.Y., reported gross income of $1,652,000 in 1982 on billings of $10,711,000. In 1981, it reported gross income of $1,588,000 on billings of $10,805,000. Volume in 1982 consisted of $2,377,000 in media, $669,000 in materials and services and $7,665,000 in capitalized fees. In 1981, volume consisted of $1,843,000 in media, $769,000 in materials and services and $8,193,000 in capitalized fees. Billings breakdown: Newspapers 47%, magazines 23%, radio 11%, spot tv 12%, farm publications 7%. Employes: 37 in two offices. Top execs: William K. Northrup, president; George P. Teel Jr., exec vp; J. Arthur Rath, senior vp; David E. Colway, treasurer.

Phone: (716) 248-2460.

Owens & Associates, Phoenix, Ariz., reported gross income of $2,250,000 in 1982 on billings of $14,500,000. In 1981, it reported gross income of $1,740,000 on billings of $11,605,000. It did not break out volume for either year. Accounts gained: Coldwell Banker, KJJJ Radio, HomeFront, Haven Green Valley, Pima Care, U.S. Homes, Supima. Lost: Cafe Casino Restaurants, Grubb & Ellis, Olive Grove Retirement Community, Samaritan Health Service. Billings breakdown: Newspapers 14%, magazines 12%, radio 12%, network tv 28%, outdoor 10%, business papers 9%, other 15%. Employes: 36 in two offices. Top exec: Bill Owens, president.

Phone: (602) 264-5691.

Paragon Advertising Agency, Minneapolis, reported gross income of $3,712,000 in 1982 on billings of $24,754,000. In 1981, it reported gross income of $3,244,000 on billings of $23,174,000. Volume in 1982 consisted of $12,348,000 in media, $4,175,000 in materials and services and $8,231,000 in capitalized fees. In 1981, volume consisted of $12,270,000 in media, $3,834,000 in materials and services and $7,070,000 in capitalized fees. Accounts gained: Arby's/Minnesota (Franchise Associates Inc.), Con Agra Home Brand division, Proex Photo Systems, Realty World (Williams Financial Services), Ziegler Inc. Lost: Donaldson Co., JM McDonald Co., Plywood Minnesota, Sussel Co., Tom Thumb Stores, Twin City Cadillac Dealers Assn. Billings breakdown: Newspapers 9%, magazines 12%, radio 14%, spot tv 43%, outdoor 10%, direct mail 4%, collateral 8%. Employes: 50. Top execs: Trevor R. Gettelman, chairman; Robert L. Jones, president; Philip W. Hummel, senior vp.

Phone: (612) 835-3707.

Penchina, Selkowitz, New York, reported gross income of $2,088,000, including $450,000 in non-U.S. income, on billings of $13,834,000 in 1982, its first year of business. Volume in 1982 consisted of $9,000,000 in media, $500,000 in materials and services, $1,334,000 in capitalized fees, plus overseas billings of $3,000,000, all in media. Accounts gained: Burroughs Corp., Mitel Corp., Hermes Products, Jefferson Pilot Corp. Billings breakdown: Newspapers 10%, magazines 25%, network tv 65%. Employes: 12. Top execs: Arthur Selkowitz, president; Steven Penchina, chairman; James Handloser, senior vp.

Phone: (212) 980-6667.

Pesin, Sydney & Bernard, New York, reported gross income of $1,185,000 in 1982 on billings of $7,142,500. In 1981, it reported gross income of $1,032,000 on billings of $6,426,950. Volume in 1982 consisted of $4,675,000 in media, $1,100,000 in materials and services and $1,367,500 in capitalized fees. In 1981, volume consisted of $4,325,320 in media, $918,000 in materials and services and $1,183,630 in capitalized fees. Billings breakdown: Newspapers 20%, magazines 45%, supplements 5%, radio 5%, spot tv 5%, outdoor 3%, business papers 5%, point of sale 5%, direct mail 7%. Employes: 24 in two offices. Top execs: Harry Pesin, president; Sydney J. Cohen, exec vp.

Phone: (212) 752-2212.

Pihas, Schmidt, Westerdahl Co., Portland, Ore., reported gross income of $1,209,063 in 1982 on billings of $9,366,197. In 1981, it reported gross income of $1,114,592 on billings of $9,092,975. Volume in 1982 consisted of $2,248,997 in media, $1,073,126 in materials and services and $6,044,074 in capitalized fees. In 1981, volume consisted of $1,422,559 in media, $1,214,370 in materials and services and $6,456,046 in capitalized fees. Accounts gained: Schuck's Auto Supply, Portland Adventist Medical Center, Kentucky Fried Chicken, Metro-9 Chevy Dealers, KUPL radio. Lost: Stash Tea, KECH-TV. Billings breakdown: Newspapers 30%, magazines 4%, radio 29%, spot tv 28%, transit advertising 2%, direct mail 7%. Employes: 30. Top execs: John Pihas, president.

Phone: (503) 22[illegible]-4000.

Pinne, Garvin & Hock, San Francisco, reported gross income of $2,554,823 in 1982 on billings of $20,782,113. In 1981, it reported gross income of $2,363,802 on billings of $17,967,067. Volume in 1982 consisted of $8,284,010 in media, $2,810,968 in materials and services and $9,687,135 in capitalized fees. In 1981, volume consisted of $5,807,470 in media, $2,124,295 in materials and services and $10,035,302 in capitalized fees. Accounts gained: Komatsu American Corp., Paccar Inc., Pacific Bank, Comarc Design Systems, Fuller Commercial Brokerage, Brook House. Lost: Harbor Bay Isle Associates, Hibernia Bank. Billings breakdown: Newspapers 20%, magazines 30%, radio 5%, spot tv 15%, business papers 20%, point of sale 5%, direct mail 5%. Employes 50. Top execs: Owen Hock, president; Donald Herbers, client services; Robert Pinne, creative director.

Phone: (415) 956-4210.

Point Communications, Dallas, reported gross income of $2,631,673 in 1982 on billings of $19,889,853. It did not report in 1981. Volume in 1982 consisted of $3,659,976 in media, $2,887,863 in materials and services and $13,342,014 in capitalized fees. Billings total does not include its subsidiary, Type & Stat Place. Accounts gained: Gencom, Insiders Edge Inc. Lost: ETMF, Availl. Billings breakdown: Newspapers 28%, magazines 2%, radio 8%, spot tv 19%, outdoor 5%, business papers 37%, direct mail 1%. Employes: 42 in three offices. Top execs: Bill R. Neale, president; Willard Moon, exec vp; Anthony Fedele, senior vp-creative director.

Phone: (214) 744-1885.

Pool Sarraille, Beverly Hills, Cal., had estimated gross income of $1,125,000 in 1982 on billings of $7,500,000. In 1981, it had estimated gross income of $975,000 on billings of $6,500,000. It did not break out its volume for either year. Billings breakdown: Print 60%, broadcast 40%. Employes: 17 in two offices. Top exec: Harvey Pool, president-creative director.

Phone: (213) 659-9753.

Popejoy & Fischel Advertising, Dallas, had an estimated gross income of $1,900,000 in 1982 on billings of $12,860,000. In 1981, estimated gross income was $2,045,000 on billings of $13,650,000. Volume was not provided for either year. No accounts were gained or lost in 1982. Billings breakdown: Newspapers 34%, magazines 12%, radio 4%, spot tv 30%, outdoor 1%, other 19%. Employes: 35 in two offices. Top execs: Bert Fischel, president; Jerry Popejoy, chairman; Dan Pollick, exec vp and coo; Jim Comeskey, senior vp-creative director; Rose Saginaw, senior vp-media director.

Phone: (214) 233-8461.

Posey, Parry & Quest, Greenwich, Conn., reported gross income of $1,075,019 in 1982 on billings of $9,700,000. In 1981, it reported gross income of $1,465,000 on billings of $10,385,000. Volume in 1982 consisted of $4,500,000 in media, $900,000 in materials and services and $4,300,000 in capitalized fees. In 1981, volume consisted of $8,100,000 in media, $850,000 in materials and services and $1,435,000 in capitalized fees. Accounts gained: Beiersdorf Inc., Nestle Co., R.T. French Co., Southern New England Telephone. Lost: Bostonian Shoe Co. Billings breakdown: Newspapers 5%, magazines 10%, radio 3%, network tv 75%, spot tv 5%, business papers 2%. Employes: 12. Top execs: Chester L. Posey, chairman; James H. Quest, president; James D. Parry, exec vp-creative director.

Phone: (203) 531-4900.

Price/McNabb Advertising, Asheville, N.C., reported gross income of $1,730,000 in 1982 on billings of $12,621,000. Its gross income in 1981 was $1,330,000 on billings of $9,372,000. Volume in 1982 consisted of $7,824,000 in media, $2,836,000 in

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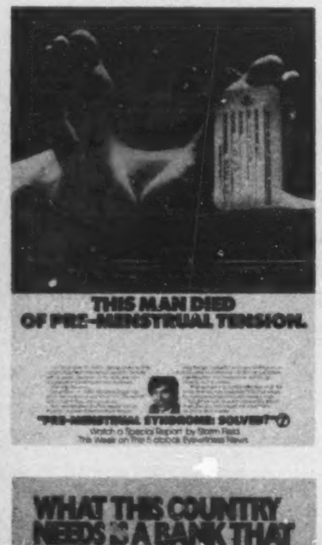
PORTFOLIO:

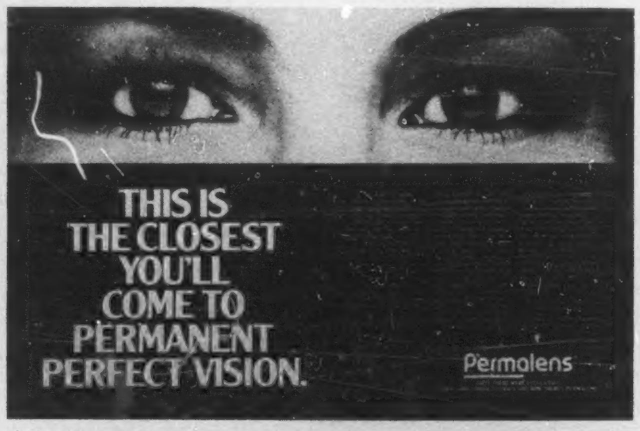
Della Femina, Travisano & Partners

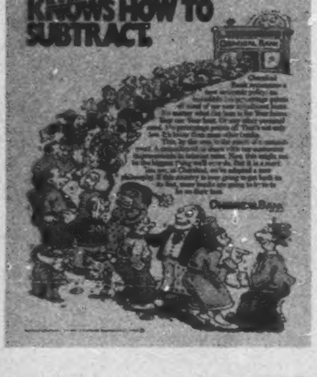
We realize at Della Femina, Travisano & Partners that people don't wake up in the morning searching for our commercials on tv or radio, or shuffling through magazines looking for our advertising.

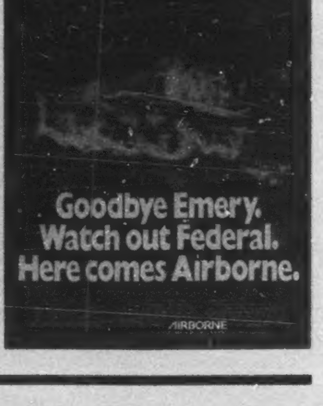
We realize the huge responsibility we have in grabbing people's attention, especially in light of what our clients have to pay for media. Obviously, once you grab their attention, you need to have a strong concept.

So it's relatively simple. There's nothing mystical about it. What it takes is a lot of hard work. You've got to stop people. You've got to interest them. And you've got to sell them.


THIS MAN DIED
OF PRE-MENSTRUAL TENSION.
"PRE-MENSTRUAL SYNDROME: SOLVED?"
Watch a Special Report by Storm Field
This Week on The 5 o'clock Eyewitness News






Goodbye Emery.
Watch out Federal.
Here comes Airborne.
AIRBORNE

Gross income of $1,000,000 to $5,000,000

materials and services and $1,961,000 in capitalized fees. Its 1981 U.S. volume consisted of $6,279,000 in media, $1,859,000 in materials and services and $1,234,000 in capitalized fees. Accounts gained: TDP Electronics, Coca-Cola Bottlers (regional), Kangaroo Products, Biltmore-Campbell-Smith, Petroferm USA. Lost: Pearl Grandfather Clocks, Dia-Compe Inc. Billings breakdown: Newspapers 14%, magazines 6%, radio 22%, spot tv 38%, outdoor 5%, business papers 6%, point of sale 5%, direct mail 4%. Employes 47. Top execs: Charles R. Price, chairman-president; George W. Krichbaum Jr., exec vp; Robert B. Boettcher and Harris J. Fields Jr., senior vps.

Phone: (704) 254-7461.

Pringle Dixon Pringle, Atlanta, reported gross income of $1,620,000 in 1982, on billings of $10,788,000. In 1981, it reported gross income of $1,007,400 on billings of $7,005,000. Volume in 1982 consisted of $6,705,000 in media, $895,000 in materials and services and $3,188,000 in capitalized fees. In 1981, volume consisted of $4,350,000 in media, $312,000 in materials and services and $2,343,000 in capitalized fees. Accounts gained: Mohasco Carpet division, Mizuno, Marriott Hotels, Tampa and Macon Hiltons, Coers Steinemann, Real Estate Computer Systems, Sportslife, E-Z-Go/Textron. Billings breakdown: Newspapers 8%, magazines 20%, radio 9%, spot tv 40%, outdoor 5%, point of sale 5%, direct mail 3%, other 10%. Employes: 41. Top execs: Jim Pringle, president; Jobie Dixon, exec vp; Jan Pringle, president-public relations.

Phone: (404) 261-9542.

Provandie & Chirurg, Boston, reported gross income of $1,835,940 in 1982 on billings of $12,428,230. In 1981, it reported gross income of $1,732,070 on billings of $11,551,750. Volume in 1982 consisted of $3,348,000 in media, $1,653,120 in materials and services and $7,427,110 in capitalized fees. In 1981, volume consisted of $3,323,480 in media, $1,630,850 in materials and services and $6,597,420 in capitalized fees. Accounts gained: Atex Inc., Commonwealth of Massachusetts' department of tourism, Donald F. McKay Festival. Billings breakdown: Newspapers 21%, magazines 2%, radio 9%, spot tv 18%, outdoor 2%, business papers 48%. Employes: 35. Top execs: John Nazzaro, chairman-president; John L. McConchie, senior vp; Ralph A. Carola, senior vp; David Davidian, senior vp-creative director.

Phone: (617) 523-2200.

Red Barron Inc., Minnetonka, Minn., reported gross income of $1,340,300 in 1982, including $5,800 in overseas business, on billings of $11,306,400 (including $38,300 overseas). In 1981, it reported gross income of $1,078,800, including $9,100 of overseas business, on billings of $9,164,800 (including $60,700 overseas). U.S. volume in 1982 consisted of $5,994,100 in media, $623,600 in materials and services and $4,650,400 in capitalized fees; overseas volume consisted of $38,300 in media. In 1981, U.S. volume consisted of $5,390,600 in media, $423,800 in materials and services and $3,289,700 in capitalized fees; overseas volume consisted of $60,700 in media. Accounts gained: King Co., Crystal Tips, Wendy's of Minnesota. Lost: GCA/PaR Systems, DeZurik. Billings breakdown: Magazines 24%, radio 16%, spot tv 58%, outdoor 2%. Employes: 32. Top execs: Barron B. Doe, president; Douglas G. Maxwell, chairman.

Phone: (612) 933-2040.

Mel Richman Inc., Bala-Cynwyd, Pa., reported gross income of $4,500,000 in 1982 on billings of $26,500,000. Its gross income in 1981 was $4,000,000 on billings of $25,962,000. Volume in 1982 consisted of $11,000,000 in media, $5,000,000 in materials and services and $10,500,000 in capitalized fees. Volume in 1982 consisted of $7,500,000 in media, $4,000,000 in materials and services and $14,462,000 in capitalized fees. Accounts gained: Rotation Diet, Automatic Business Centers, Industrial Valley Bank, Mrs. Smith's Frozen Foods, Johnson Baby Products, Borden Auto Products. Billings breakdown: Newspapers 15%, magazines 15%, radio 20%, spot tv 30%, business papers 20%. Employes: 80. Top execs: Mel Richman, chairman; William Robertson, president-ceo; Hank Kozlowski, executive vp-marketing, media, pr; Ron Tucker, executive vp-creative services.

Phone: (215) 667-8900.

Rives Smith Baldwin & Carlberg/Y&R, Houston, a Young & Rubicam affiliated agency, reported gross income of $3,401,000 in 1982 on billings of $22,685,000. Its gross income in 1981 was $3,035,000 on billings of $20,243,450. The agency did not break out its figures for either year. Accounts gained: The Park in Houston Center, Houston Symphony, Keydril Co., Cheyenne Services, Four Seasons Place, Autotest. Lost: Panhandle Eastern Corp., McDermott Inc. Billings breakdown: Newspapers 17%, magazines 6%, radio 15%, spot tv 37%, cable tv 1%, outdoor 6%, business papers 16%, other 2%. Employes: 71. Top execs: Ben A. Baldwin Jr., president; W. Charles Carlberg, senior vp-creative director; Ian Brook Banks, senior vp-director, client services.

Phone: (713) 783-7640.

Robinson Associates, Boston, reported gross income of $1,611,091 and net income of $62,018 in 1982 on billings of $5,501,516. In 1981, it reported gross income of $1,169,371 and net income of $57,552 on billings of $3,623,336. Volume in 1982 consisted of $402,483 in media, $522,466 in materials and services and $4,576,567 in capitalized fees. In 1981, volume consisted of $400,229 in media, $336,344 in materials and services and $2,886,763 in capitalized fees. Accounts gained: Kingston Warren, Rockport Show, Dunkin' Donuts, Quabaug Rubber, Raichle Molitor USA. Lost: P.B.A.'s, Timberland, Kingston Warren, American Tourister, Carroll Reed, Henry Reeves. Billings breakdown: Newspapers 10%, magazines 70%, supplements 5%, radio 5%, spot tv 5%, business papers 5%. Employes: 18. Top exec: Thomas A. Robinson, president.

Phone: (617) 247-2120.

Rogers, Weiss/Cole & Weber, Los Angeles, reported gross income of $1,587,000 and net income of $634,000 in 1982 on billings of $10,750,000. Its gross income in 1981 was $1,335,000 and net income was $433,000 on billings of $9,100,000. Volume in 1982 consisted of $9,650,000 in media and $1,100,000 in materials and services. Its 1981 volume consisted of $8,200,000 in media, $900,000 in materials and services. Accounts gained: Carl's Furniture, Carter, Hawley, Hale Stores, Indian Wells Villas. Lost: Pacific Express. Billings breakdown: Newspapers 13%, magazines 5%, supplements 2%, radio 15%, spot tv 65%. Employes: 25. Top execs: Jeff Rogers, president; Buddy Wells, exec vp.

Phone: (213) 879-7979.

Romann & Tannenholz, New York, reported gross income of $2,521,700 in 1982 on billings of $16,700,000. In 1981, it reported gross income of $2,143,200 on billings of $14,100,000. Volume in 1982 consisted of $16,700,000 in media. In 1981, volume consisted of $14,100,000 in media. Account gained: Sterling Drug/Glenbrook Laboratories. Billings breakdown: Newspapers 29%, magazines 11%, radio 15%, spot tv 34%, outdoor 11%. Employes: 18 in two offices. Top execs: Gad Romann, chairman; Barry Tannenholz, president; Michel Pariseau, exec vp; Robert E. Hagel, senior vp-exec art director.

Phone: (212) 755-5335.

Albert Jay Rosenthal & Co., Chicago, reported gross income of $4,275,000 in 1982 on billings of $28,500,000. In 1981, it reported gross income of $3,795,000 on billings of $25,300,000. Volume in 1982 consisted of $19,095,000 in media, $3,388,650 in materials and services and $6,016,350 in capitalized fees. In 1981, volume consisted of $17,457,000 in media, $2,503,500 in materials and services and $5,339,500 in capitalized fees. Income does not include figures for Fran Wollack & Associates, a subsidiary. Accounts gained: Revere Ware, View-Master, International, Block & Co., Monogram Models (Mat-

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Crain Comm

tel), Court Clubs, Jaymar-Sansabelt Shops, Dean Foods Co., Skilcraft, Crescent Paint & Bronze. Lost: Vienna Sausage Mfg. Co., Insta-Foam Products, Holland House Brands Co. Billings breakdown: Newspapers 17%, magazines 24%, supplements 2%, radio 9%, network tv 4%, spot tv 30%, cable tv 2%, outdoor 2%, business papers 6%, point of sale 4%. Employes: 108 in two offices. Top execs: A.J. Rosenthal, president; N. Waldman, president, New York; S. Dordick, B. Lyman, exec vps, M. Rosenstein, A. Lazarus, Y. Gordon, M. Haas, senior vps.

Phone: (312) 337-8070.

Ross Advertising, Peoria, Ill., reported net income of $247,521 and gross income of $1,205,929 in 1982 on billings of $9,193,553. In 1981, it reported net income of $400,386 and gross income of $1,314,685 on billings of $9,673,317. Volume in 1982 consisted of $1,450,000 in media, $883,198 in materials and services and $6,860,355 in capitalized fees. In 1981, volume consisted of $1,600,000 in media, $935,070 in materials and services and $7,138,247 in capitalized fees. Accounts gained: Central States Coca-Cola in Springfield, General Electric's Medium Voltage Switchgear Division in Burlington, Ia., Great Central Insurance, Alpha-Delta Communications in Centerville, O., Jack Kennedy Metal Products in Taylorville, Ill., Health Plan of Central Illinois. Resigned: Springfield Marine Bank. Billings breakdown: Newspapers 10%, magazines 5%, radio 5%, spot tv 10%, outdoor 1%, business papers 25%, farm publications 10%, point of sale 9%, direct mail 25%. Employes: 24. Top execs: A. Wayne Flittner, president; Ken Westerdale, exec vp-creative director; Fred Kowalske, exec vp-president/operations.

Phone: (309) 691-4436.

Ruvane • Leverte, New York, reported gross income of $2,000,000 in 1982 on billings of $15,038,000. Its gross income in 1981 was $1,900,000 on billings of $13,116,800. Volume in 1982 consisted of $1,900,000 in media, $3,800,000 in materials and services and $9,338,000 in capitalized fees. Its 1981 volume consisted of $1,850,000 in media, $3,000,000 in materials and services and $8,266,800 in capitalized fees. Included in the agency's figures are the billings and income subsidiaries Druid Publications, Druid Graphics and Acorn Publications. Accounts gained: Pharmacia Laboratories, Elder Pharmaceuticals, Vistakon, Oeco Ltd., Surgicot. Billings breakdown: Magazines 15%, direct mail 30%, other 55%. Employes: 30. Top execs: John Ruvane, ceo; Robert Leverte, coo.

Phone: (212) 867-1670.

SAAS Advertising, New York, reported gross income of $1,983,700 in 1982, on billings of $13,054,700. Its 1982 non-U.S. gross income of $61,000 was derived from overseas volume of $397,000, of which $320,000 came from media and $77,000 from materials and services. In 1981, it reported gross income of $1,557,000 on billings of $11,757,000. The 1981 gross income included $27,000 in overseas income from overseas volume of $240,000, derived from $200,000 in media and $40,000 in materials and services. Volume in 1982 consisted of $9,700,000 in media, $890,000 in materials and services and $2,067,700 in capitalized fees. In 1981, volume consisted of $9,200,000 in media, $850,000 in materials and services and $1,467,000 in capitalized fees. Accounts gained: Zerpa Industries, Oddball Sportswear, Feats Unlimited, Venturtech Management and BBS Tax Shelters. Lost: Sparkomatic Corp., Canada. Billings breakdown: Newspapers 7%, magazines 40%, radio 4%, spot tv 48%, business papers 1%. Top execs: Richard K. Schops, president-ceo; Guy Marino, exec vp-creative director; Sandra Schops, vp-treasurer.

Phone: (212) 935-1141.

SCG Advertising, Overland Park, Kan., reported gross income of $2,171,400 in 1982 on billings of $17,190,800. In 1981, it reported gross income of $1,233,600 on billings of $9,099,300. Volume in 1982 consisted of $8,989,300 in media, $1,100,000 in materials and services and $7,101,500 in capitalized fees. In 1981, volume consisted of $1,675,700 in media, $623,500 in materials and services and $6,800,100 in capitalized fees. No accounts were gained or lost in 1982. Billings breakdown: Newspapers 10%, magazines 5%, radio 25%, network tv 40%, spot tv 20%. Employes: 28. Top execs: Lewis A. Berey, president; William P. Mackle, exec vp.

Phone: (913) 384-4444.

STG Marketing Communications, Fairfield, Conn., reported gross income of $1,056,000 and net income of $50,904 in 1982 on billings of $7,068,088. In 1981, it reported gross income of $950,400 and net income of $45,800 on billings of $6,361,300. Volume in 1982 consisted of $2,010,000 in media, $213,000 in materials and services and $4,845,088 in capitalized fees. In 1981, volume consisted of $1,809,000 in media, $191,700 in materials and services and $4,360,600 in capitalized fees. Accounts gained: Union Carbide Corp. carbon products division; First New England Financial Corp.; Amperex Electronic Corp., Smithfield, R.I., division; Summagraphics Corp.; Canon U.S.A. Office Systems division, collateral only; Weber Automatic Assembly Systems; NV Philips Analytical X-Ray and Electron Optics. Lost: Foxboro Co. analytical division; Eldorado Tool & Manufacturing Co.; Continental Power Systems (went out of business); Moore Special Tool Co. Billings breakdown: Newspapers 10%, radio 5%, business papers 20%, point of sale 5%, direct mail 10%, other (collateral) 50%. Employes: 20. Top execs: George Tibball, president; Edwin Galog, exec vp-manager; Bob Grunenwald, senior vp.

Phone: (203) 579-1640.

SZF Inc., New York, reported gross income of $1,200,000 and net income of $60,000 in 1982 on billings of $11,303,250. In 1981, it reported gross income of $1,090,000 and net income of $40,000 on billings of $10,319,500. Volume in 1982 consisted of $3,300,000 in media, $1,500,000 in materials and services and $6,503,250 in capitalized fees. In 1981, volume consisted of $3,650,000 in media, $1,000,000 in materials and services and $5,669,500 in capitalized fees. Account gained: John Weitz sport shirts, a division of Shelburne Shirts. Billings breakdown: Newspapers 10%, magazines 15%, supplements 5%, radio 5%, spot tv 5%, business papers 20%, point of sale 30%, direct mail 10%. Employes: 20. Top execs: Robert Freedman, president; Robert Wilcox, partner-marketing director.

Phone: (212) 759-6850.

Sackett Consulting, New Orleans, had estimated gross income of $1,300,000 in 1982 on billings of $4,901,000. The agency was founded in April, 1982. Volume in 1982 consisted of $2,500,000 in media, $400,000 in materials and services and $2,001,000 in capitalized fees. Accounts gained: Campo Appliances, Foster Associates, Knight's Lincoln-Mercury, New Orleans Marine, Moss Point Marine, Ann Carroll, Morrison Insurance, Scott Insurance, Belle Chase Marine, World of Pentacost, Vision Plazas, Elegant Homes, Homebuilders Assn. of St. Tammany. Lost: Pat's Furniture. Billings breakdown: Newspapers 20%, magazines 25%, radio 15%, spot tv 18%, cable tv 5%, business papers 10%, point of sale 7%. Employes: 5. Top exec: Richard D. Sackett, president.

Phone: (504) 282-2568.

Sacks & Rosen Advertising, New York, reported gross income of $4,320,000 in 1982 on billings of $25,500,000. In 1981, it reported gross income of $3,450,000 on billings of $23,000,000. Volume was entirely in media for both years. Accounts gained: Intershoe Inc., Nickels Shoes, *House & Garden*, Christofle Silver Inc., Fleischmann Distilling Co. (new assignments), Florio Delfine Wine, The Creamery. Billings breakdown: Newspapers 5%, magazines 25%, supplements 10%, radio 5%, spot tv 30%, cable tv 2%, outdoor 1%, business papers 7%, direct mail 15%. Employes: 42. Top execs: Leonard Sacks, Michael Rosen, Ron Brello, Austin Hamel.

Phone: (212) 986-4004.

Sawyer Advertising, Gainesville, Ga., reported gross income of $1,004,517 in 1982 on billings of $10,437,274. In 1981, it reported gross income of $917,764 on billings of $8,746,788. Volume in 1982 consisted of $3,439,876 in media, $1,031,963 in materials and services and $5,965,434

unications.

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Gross income of $1,000,000 to $5,000,000

in capitalized fees. In 1981, volume consisted of $2,866,564 in media, $872,401 in materials and services and $5,007,823 in capitalized fees. The agency has one subsidiary, Sawyer Public Relations. Accounts gained: Leslie-Locke, Kawasaki Loaders, Zoecon Inc., Calfeed, Rhone-Poulenc. Lost: Oglethorpe Power. Billings breakdown: Newspapers 2%, radio 12%, spot tv 18%, outdoor 2%, business papers 31%, farm publications 30%, point of sale 2%, direct mail 3%. Employes: 34 in two offices. Top execs: L. Gordon Sawyer, chairman; Franklin C. Compton, president; Richard W. Riley, exec vp.

Phone: (404) 532-6285.

Schaefer Advertising, Valley Forge, Pa., reported gross income of $1,995,000 in 1982 on billings of $13,300,000. In 1981, it reported gross income of $1,710,000 on billings of $11,400,000. Volume in 1982 consisted of $6,200,000 in media, $1,700,000 in materials and services and $5,400,000 in capitalized fees. In 1981, volume consisted of $5,850,000 in media, $1,450,000 in materials and services and $4,100,000 in capitalized fees. Accounts gained: Syntex Dental Products, Joan Geller Inc., Pyttronic Industries, Geisinger Medical Management Corp., The Hub retail division, Manhattan Ward, Ansotech division of UGI Corp., Data Sources division of Ziff-Davis Publishing Co., Glenhardie division of Marc Equity Corp., Intelmatique (international). Lost: Oki Electronics, NSL division of PQ Corp. Billings breakdown: Newspapers 10%, magazines 10%, radio 25%, spot tv 8%, outdoor 1%, business papers 33%, farm publications 1%, direct mail 12%. Employes: 36 in two offices. Top exec: A.O. Schaefer Jr., president.

Phone: (215) 337-0550.

Scheer Advertising Agency, South Orange, N.J., had estimated gross income of $1,800,000 in 1982 on billings of $12,000,000. In 1981, it had estimated gross income of $1,050,000 on billings of $7,000,000. There were no volume breakouts for 1982 or 1981. Accounts gained: Bond's Clothing, Clint Faubions. Billings breakdown: Newspapers 40%, radio 20%, spot tv 40%. Employes: 30. Top exec: William N. Scheer, president.

Phone: (201) 762-8100.

Schein/Blattstein Advertising, New York, reported gross income of $1,361,000 in 1982 on billings of $8,282,100. In 1981, it reported gross income of $1,275,000 on billings of $7,688,388. Volume in 1982 consisted of $3,855,000 in media, $225,000 in materials and services and $4,202,100 in capitalized fees. In 1981, volume consisted of $3,710,000 in media, $200,000 in materials and services and $3,778,388 in capitalized fees. Accounts gained: *Sportstyle, Kick*. Mingingham & Oellerich, "Final IV" software. Billings breakdown: Newspapers 20%, magazines 20%, radio 2%, spot tv 13%, business papers 5%, transit advertising 5%, direct mail 35%. Employes: 18 in two offices. Top execs: Eliot DeY. Schein, president; Joel J. Blattstein, exec vp.

Phone: (212) PL 8-1555.

Ken Schmidt Co., Milwaukee, reported gross income of $1,325,500 in 1982 on billings of $8,188,800. In 1981, it reported gross income of $899,900 on billings of $5,080,100. Volume in 1982 consisted of $4,509,800 in media, $1,915,800 in materials and services and $1,763,200 in capitalized fees. In 1981, volume consisted of $2,443,800 in media, $1,412,400 in materials and services and $1,223,900 in capitalized fees. Accounts gained: Neuro Corp., Fromm Laboratories, Waukesha Bearings. Resigned: Port of Milwaukee, Voeller Inc. Billings breakdown: Newspapers 1%, magazines 26%, radio 14%, spot tv 13%, farm publications 45%, direct mail 1%. Employes: 25. Top execs: Kenneth W. Schmidt, president/treasurer; Cecil M. Hunt, exec vp; Raleigh Woolf, secretary.

Phone: (414) 224-0210.

Scroggin & Fischer, San Francisco, reported gross income of $1,009,295 in 1982 and net income of $26,864 on billings of $7,708,595. In 1981, it reported gross income of $927,946 and net income of $1,347 on billings of $7,267,662. Volume in 1982 consisted of $3,911,247 in media, $711,339 in materials and services and $3,086,009 in capitalized fees. In 1981, volume consisted of $3,234,504 in media, $628,436 in materials and services and $3,404,722 in capitalized fees. Accounts gained: New Zealand Apple & Pear Marketing Board, Blue Star Line. Lost: E.D. Bullard Co., Toronto Dominion Bank of California. Billings breakdown: Newspapers 9%, magazines 22%, radio 15%, spot tv 45.8%, cable tv 0.2%, outdoor 3%, business papers 1%, farm publications 2%, transit advertising 1%, direct mail 1%. Employes: 21. Top execs: Martin D. Fischer, president-ceo; Martel Scroggin, chairman.

Phone: (415) 391-2694.

Serino, Coyne & Nappi, New York, reported gross income of $2,473,000 in 1982 on billings of $16,487,000. In 1981, it reported gross income of $1,677,000 on billings of $11,180,000. Volume in 1982 consisted of $13,287,000 in media, $2,253,000 in materials and services and $947,000 in capitalized fees. In 1981, volume consisted of $9,270,000 in media and $1,190,000 in materials and services. Accounts gained: Shubert Organization and nine Broadway shows, including "Cats," "Plenty" and "Torch Song Trilogy." Billings breakdown: Newspapers 42%, radio 14%, spot tv 39%, outdoor 2%, transit advertising 3%. Employes: 34. Top execs: Matthew Serino, president; Nancy Coyne, exec vp-creative director.

Phone: (212) 869-9824.

Shaffer/MacGill & Associates, Chicago, reported gross income of $1,254,892 in 1982 on billings of $7,392,035. In 1981, it reported gross income of $980,385 on billings of $6,730,768. Volume in 1982 consisted of $3,520,563 in media, $1,028,752 in materials and services and $2,842,720 in capitalized fees. In 1981, volume consisted of $3,226,649 in media, $919,690 in materials and services and $2,584,429 in capitalized fees. Accounts gained: Vehicle Radar Safety Systems, Heavy Duty Representatives Assn., Interpart Corp., C.E. Niehoff, Salerno-McGowen (special projects), Unelko Corp. Lost: None. Billings breakdown: Newspapers 25%, magazines 5%, radio 20%, spot tv 20%, outdoor 5%, business papers 25%. Employes: 30. Top execs: Jerome B. Shaffer, Ken Karnstedt, Larry Heisler, Bert Grout, Dick Greene, Renee Dulkin.

Phone: (312) 467-0920.

Shailer Davidoff Rogers, Fairfield, Conn., had gross income of $1,735,000 and net income of $70,000 in 1982, on billings of $10,300,000. In 1981, it reported gross income of $1,600,000 and net income of $310,000 on billings of $7,800,000. Volume in 1982 consisted of $2,200,000 in media, $2,300,000 in materials and services and $5,800,000 in capitalized fees. In 1981, volume consisted of $2,800,000 in media, $2,000,000 in materials and services and $3,000,000 in capitalized fees. Accounts gained: Embassy Towers, Jay-Arr Inc., Omnisport, TSI International and Financial Office. Lost: Amalgamated Bank of New York, Family Affair Restaurants, Fine Tool Shops. Billings breakdown: Newspapers 40%, magazines 10%, radio 20%, spot tv 10%, outdoor 4%, business papers 10%, transit advertising 2%, point of sale 2%, direct mail 2%. Employes: 45. Top execs: Denise T. Davidoff, president-ceo; Harold L. Rogers, chairman; Samuel C. Zurich, senior vp-coo.

Phone: (203) 255-3425.

Shaker Advertising, Oak Park, Ill., had estimated gross income of $1,650,000 in 1982 on billings of $11,005,900. In 1981, it had an estimated gross income of $1,800,000 on billings of $12,101,200. No volume breakdown was provided. Billings breakdown: Newspapers 80%, magazines 10%, radio 5%, spot tv 2%, outdoor 1%, business papers 1%, farm publications 1%. Employes: 53 in three offices. Top exec: Joseph R. Shaker, president.

Phone: (312) 383-5320.

Shaller Rubin Associates, New York, reported gross income of $4,200,000 in 1982 on billings of $28,000,000. In 1981, it reported gross income of $4,100,000 on billings of $27,200,000. Volume in 1982 consisted of $17,100,000 in media, $5,100,000 in materials and services and $5,800,000 in capitalized fees. In 1981, volume consisted of $16,700,000 in media, $5,100,000 in materials and services and $5,400,000 in capitalized fees. Accounts gained: Riviera Hotel & Casino, Las Vegas, American International Pharmaceutical, Oleg Cassini. Lost: Schenley Industries. Billings breakdown: Newspapers 18%, magazines 22%, supplements 4%, radio 22%, network tv 25%, spot tv 9%. Employes: 70. Top exec: Milton Shaller, president.

Phone: (212) 598-6900.

Sherwood & Schneider, New York, a subsidiary of Della Femina, Travisano & Partners, reported gross income of $2,230,000 in 1982 on billings of $15,360,000. In 1981, it reported gross income of $2,040,000 on billings of $13,430,000. Volume in 1982 consisted of $15,360,000 in capitalized fees. In 1981, volume consisted of $13,430,000 in capitalized fees. Accounts gained: Sunshine Biscuits, Presidente Brandy, Look'n Lean Hams, Beech-Nut children's foods. Lost: Loews Paradise Island, Falcon Photo Supplies. Billings breakdown: Newspapers 10%, magazines 20%, radio 3%, spot tv 60%, outdoor 4%, direct mail 3%. Employes: 31. Top execs: Marvin Schneider, chairman-ceo; Lew Sherwood, president-creative director; Brendan Hawk, Jim Massey, exec vps; Edward Zurndorfer, senior vp.

Phone: (212) 486-8800.

Siesel Co., New York, had estimated gross income of $1,600,000 in 1982 on billings of $10,671,475. In 1981, it had estimated gross income of $1,500,000 on billings of $10,239,582. Volume in 1982 consisted of $3,946,300 in media, $725,175 in materials and services and $6,000,000 in capitalized fees. In 1981, volume consisted of $4,254,127 in media, $649,455 in materials and services and $5,336,000 in capitalized fees. Accounts gained: American Academy of Periodontology, Howe Furniture, Saxton Communications Group, Regent Sheffield. Lost: *House Beautiful*, Effanbee Doll Co., WMF of America. Billings breakdown: Newspapers 12%, magazines 40%, radio 10%, business papers 28%, point of sale 5%, direct mail 5%. Employes: 38. Top exec: Alfred J. Siesel, president.

Phone: (212) 759-6500.

Silberman-Whitebrow, Philadelphia, reported gross income of $1,035,000 in 1982 on billings of $6,900,000. In 1981, it reported gross income of $780,000 on billings of $5,200,000. Volume in 1982 consisted of $2,650,000 in media, $2,015,000 in materials and services and $2,235,000 in capitalized fees. In 1981, volume consisted of $1,500,000 in media, $1,600,000 in materials and services and $2,100,000 in capitalized fees. Accounts gained: Barclay Hotel, Bernhardt/Cervelli Inc., Mantua Metal Products, Marketline Systems and Freelance Inc. Lost: Garcia Tackle. Billings breakdown: Newspapers 10%, magazines 45%, supplements 5%, radio 5%, spot tv 20%, business papers 10%, point of sale 5%. Employes: 16. Top execs: Eli Silberman, president; Leo J. Dolan Jr., senior vp.

Phone: (215) 732-0440.

Simms & McIvor, Bound Brook, N.J., reported gross income of $1,670,000 in 1982 on billings of $3,162,400. In 1981, it reported gross income of $180,000 on billings of $581,880. Volume in 1982 consisted of $235,000 in media, $1,460,000 in materials and services and $1,467,400 in capitalized fees. In 1981, volume consisted of $38,000 in media, $117,000 in materials and services and $426,880 in capitalized fees. Accounts gained: Chicopee, Meadox Medicals, Johnson & Johnson Baby Products Co., ICOM, Pharmacia. Billings breakdown: Magazines 30%, point of sale 40%, direct mail 10%, other 20%. Employes: 23. Top execs: Kenneth W. Simms, president; Patrick J. McIvor, exec vp.

Phone: (201) 560-1410.

Simons Michelson Zieve, Troy, Mich., reported gross income of $2,760,000 in 1982 on billings of $15,100,000. In 1981, it reported gross income of $2,350,000 on billings of $13,193,000. Volume in 1982 consisted of $10,958,000 in media, $1,250,000 in materials and services and $2,892,000 in capitalized fees. In 1981, volume consisted of $9,537,000 in media, $1,200,000 in materials and services and $2,456,000 in capitalized fees. Accounts gained: Agamemnon Films, Americar Rental Systems, Bloomfield Savings & Loan Assn., Hiram Walker Consolidated International Brands, Macauley's Office Supply, Speedy Printing Centers, Veri-Best Baking Co. Lost: Shifrin Willens Jewelers. Billings breakdown: Newspapers 19%, magazines 11%, radio 19%, spot tv 27%, outdoor 18%, transit advertising 3%, point of sale 2%, direct mail 1%. Employes: 53. Top execs: Morton Zieve, chairman; James A. Michelson, president; Evelyn J. Keller, exec vp.

Phone: (313) 649-5600.

Slater, Hanft, Martin, New York, reported gross income of $3,807,000 in 1982 on billings of $25,381,700. In 1981, it reported gross income of $3,267,000 on billings of $21,900,000. Volume in 1982 consisted of $21,360,000 in media, $620,000 in materials and services and $3,401,700 in capitalized fees. In 1981, volume consisted of $18,632,000 in media, $600,000 in materials and services and $2,668,000 in capitalized fees. Accounts gained: Bic Corp. consumer products, Citibank assent network account, Richardson-Vicks natural products division, Mill Creek shampoo & cosmetics, healthcare division, Percogesic analgesic, Eyelab Inc. Lost: Big Apple Circus; Mem (creative assignment), Richardson-Vicks, Thompson's water seal. Billings breakdown: Newspapers 5%, magazines 15%, radio 3%, network tv 55%, spot tv 15%, cable tv 5%, outdoor 2%. Employes: 49. Top execs: Gerald Martin, chairman; Donald Slater, vice-chairman; Adam Hanft, vice-chairman; Gary Roberts, exec vp.

Phone: (212) 753-3100.

Mike Sloan Inc., Miami, reported gross income of $2,639,950 in 1982 on billings of $17,600,750. In 1981, it reported gross income of $2,560,000 on billings of $17,063,232. Volume in 1982 consisted of $14,300,000 in media, $1,133,000 in materials and services and $2,167,750 in capitalized fees. In 1981, volume consisted of $13,500,385 in media, $1,473,616 in materials and services and $2,089,231 in capitalized fees. Billings breakdown: Newspapers 5%, magazines 17%, supplements 3%, radio 3%, network tv 38%, spot tv 20%, cable tv 3%, business papers 10%, direct mail 1%. Employes: 25. Top execs: Mike Sloan, chairman and writer; Mike Collins, president; Mel Richman, senior vp-creative director; Phil Schwartz, exec vp.

Phone: (305) 358-4234.

Smith, Badofsky & Raffel, Chicago, reported gross income of $1,365,000 in 1982, on billings of $9,100,000. In 1981, it reported gross income of $1,279,650 on billings of $8,533,000. Volume in 1982 consisted of $3,195,260 in media, $1,464,167 in materials and services and $4,440,573 in capitalized fees. In 1981, volume consisted of $2,998,000 in media, $1,373,000 in materials and services and $4,162,000 in capitalized fees. Accounts gained: Delft Blue-Provimi; Balmoral Park Racetrack, Golden Bear Family Restaurants, Chicago Title & Trust Co., Sculptured Products. Lost: Gorman Publishing Co. Billings breakdown: Newspapers 24%, magazines 10%, radio 25%, spot tv 30%, outdoor 3%, direct mail 6%, other 2%. Employes: 20. Top execs: Robert

PORTFOLIO:

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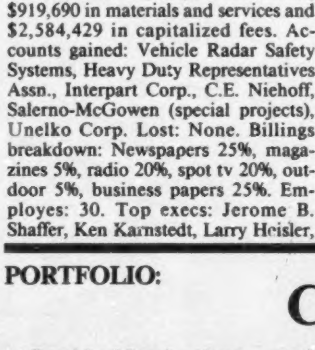
At Carmichael-Lynch we have a commitment to deliver the best product in every client category we serve. We insist on smart, sensitive, finely-tuned positions and strategies. Then we try not to stop until we've articulated them with honesty, clarity, believability and a ton of impact. And we try to do that every time. For every client.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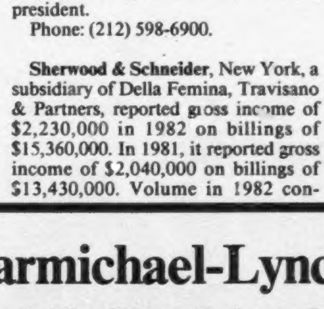
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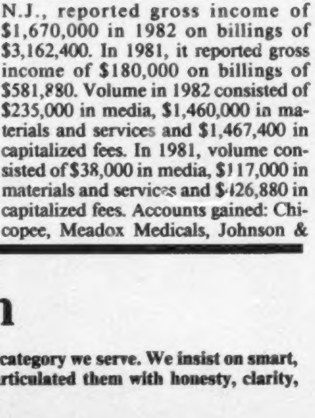

Gross income of $1,000,000 to $5,000,000

J. Smith, president; Jack Badofsky, William D. Raffel, senior vps.
Phone: (312) 661-1500.

Smith Burke & Azzam, Baltimore, reported gross income of $2,805,000 in 1982, and net income of $475,000, on billings of $16,500,000. In 1981, it reported gross income of $302,000 and a net loss of $120,000 on billings of $1,710,000. The agency began operations in November, 1981. Volume in 1982 consisted of $14,000,000 in media and $2,500,000 in materials and services. In 1981, volume consisted of $1,310,000 in media and $400,000 in materials and services. Accounts gained: Marriott Corp.'s Great America Theme Parks, *Washington Times*, Wild World Amusement Park and WCAO/Plough Broadcasting. Lost: Marriott Corp.'s Big Boy East restaurants. Billings breakdown: Newspapers 10%, magazines 4%, radio 20%, network tv 1%, spot tv 65%. Employes: 35. Top execs: Joseph McD. Burke, chairman; Barry L. Smith, president; Eugene Azzam, exec vp; Roger L. Gray, secretary-treasurer.
Phone: (301) 727-4306.

Smith-Hemmings-Godsen, El Monte, Cal., reported gross income of $3,479,000 in 1982, on billings of $26,909,000. In 1981, it reported gross income of $3,218,000 on billings of $22,682,000. Volume in 1982 consisted of $134,000 in media, $6,151,000 in materials and services and $20,624,000 in capitalized fees. In 1981, volume consisted of $660,000 in media, $5,060,000 in materials and services and $16,962,000 in capitalized fees. Billings breakdown: Newspapers 1%, magazines 1%, direct mail 98%. Employes: 63. Top execs: Robert L. Hemmings, chairman; Freeman F. Gosden Jr., president.
Phone: (213) 571-6600.

Smith, Kaplan, Allen & Reynolds Advertising Agency, Omaha, Neb., reported gross income of $1,353,144 in 1982 on billings of $9,020,961. In 1981, it reported gross income of $1,125,105 on billings of $7,501,225. Volume in 1982 consisted of $5,212,956 in media, $2,543,450 in materials and services and $1,264,555 in capitalized fees. In 1981, volume consisted of $4,321,580 in media, $2,128,540 in materials and services and $1,051,105 in capitalized fees. Accounts gained: Coors Distributors of Omaha, Master Mfg., Valentinos Restaurant Franchisor, 29 Coca-Cola bottlers in six midwestern states, Cox Security, National Auto, Database Computers. Lost: Great Plains KFC Co-op, Computerland. Billings breakdown: Newspapers 10%, magazines 11%, radio 15%, network tv 5%, spot tv 30%, outdoor 5%, business papers 3%, farm publications 2%, transit advertising 1%, point of sale 2%, direct mail 1%, other 15%. Employes: 40 in two offices. Top execs: H. Wayne Smith, president-treasurer; R.N. Kaplan, exec vp-secretary; LaVon Eby, first vp.
Phone: (402) 330-0110.

Specht, Gilbert & Partners, New York, reported gross income of $2,489,000 in 1982, on billings of $16,400,000. In 1981, it reported gross income of $2,299,000 on billings of $15,200,000. Volume in 1982 consisted of $14,800,000 in media, $900,000 in materials and services and $700,000 in capitalized fees. In 1981, volume consisted of $14,000,000 in media, $700,000 in materials and services and $500,000 in capitalized fees. Accounts gained: Amiga Corp., Thompson Medical. Lost: C.B. Fleet, Tender Corp. Billings breakdown: Radio 28%, network tv 40%, spot tv 30%, cable tv 2%. Employes: $16. Top exec: Donald J. Gilbert, president.
Phone: (212) 371-0590.

Neal Spelce Communications, Austin, Tex., reported gross income of $1,159,662 in 1982 on billings of $7,731,076. In 1981, it reported gross income of $1,018,003 on billings of $6,786,679. Volume in 1982 consisted of $1,549,396 in media, $1,333,127 in materials and services and $4,848,553 in capitalized fees. In 1981, volume consisted of $1,313,633 in media, $823,593 in materials and services and $4,649,453 in capitalized fees. No billings breakdown was provided. Employes: 30. Top execs: Neal Spelce, chairman; William Bennett Spelce, vice-chairman; Howard Falkenberg, president.
Phone: (512) 476-4644.

Spencer, Bennett, Nowak, Seekonk, Mass., reported gross income of $1,050,000 in 1982, on billings of $7,168,000. In 1981, it reported gross income of $850,000 on billings of $5,084,000. Volume in 1982 consisted of $2,500,000 in media, $2,000,000 in materials and services and $2,668,000 in capitalized fees. In 1981, volume consisted of $2,000,000 in media, $1,750,000 in materials and services and $1,334,000 in capitalized fees. Accounts gained: Boston Gear, Dynisco, Kellogg American, Lowell Corp., Savogran, Improved Laminated Metals. Billings breakdown: Newspapers 10%, magazines 5%, business papers 65%, point of sale 5%, direct mail 15%. Employes: 22. Top execs: Sheldon D. Spencer, chairman; Edward G. Nowak Jr., president; Richard E. Donnelly, exec vp.
Phone: (617) 336-5801.

Franklin Spier Inc., a subsidiary of BBDO International, New York, reported gross income of $2,772,000 in 1982, on billings of $18,487,000. In 1981, it had gross income of $2,649,977 and net income of $165,588 on billings of $17,658,000. Volume in 1982 consisted of $11,561,000 in media, $2,040,000 in materials and services and $4,886,000 in capitalized fees. In 1981, volume consisted of $11,373,000 in media, $4,395,000 in materials and services and $1,890,000 in capitalized fees. Accounts gained: Harry N. Abrams Inc., Reader's Subscription Book Club. Lost: Harcourt Brace Jovanovich, Oxford University Press. Billings breakdown: Newspapers 50%, magazines 15%, radio 13%, network tv 2%, spot tv 4%, cable tv 1%, outdoor 1%, business papers 8%, transit advertising 2%, point of sale 2%, direct mail 2%. Employes: 44. Top exec: Lee H. Simmons, president.
Phone: (212) 679-4441.

Starr Advertising, Northville, Mich., reported gross income of $1,085,250 in 1982, on billings of $7,237,550. In 1981, it reported gross income of $694,100 on billings of $7,494,647. Volume in 1982 consisted of $1,150,000 in media, $985,000 in materials and services and $5,102,550 in capitalized fees. In 1981, volume consisted of $1,520,000 in media, $1,345,000 in materials and services and $4,629,647 in capitalized fees. Accounts gained: Thetford Corp., American Lincoln, Unicolor, Helen Tackle. Lost: Otto Durr, Independence Health Plan. Billings breakdown: Newspapers 3%, magazines 43%, radio 5%, spot tv 3%, outdoor 1%, business papers 2%, point of sale 6%, direct mail 14%, other 23%. Employes: 17. Top execs: Henry A. Starr, president; Richard A. Starr, senior vp-controller; Garry V. Williams, vp-creative director.
Phone: (313) 348-3900.

Stephan Advertising Agency, Wichita, Kan., reported gross income of $1,135,310 and net income of $183,996 in 1982 on billings of $7,363,671. In 1981, it reported gross income of $906,902 and net income of $85,835 on billings of $6,225,272. Volume in 1982 consisted of $3,188,134 in media, $647,741 in materials and services and $3,527,796 in capitalized fees. In 1981, volume consisted of $2,887,837 in media, $513,981 in materials and services and $2,823,454 in capitalized fees. Accounts gained: Railroad Savings, Multi Media, Pawnee Plastics, Harper Trucks. Lost: Citizens National Bank, Farmers & Merchants Bank, Haveners, Pawnee Plastics, Peoples, Regency Realty, Landmark Realty. Billings breakdown: Newspapers 9.3%, magazines 7.6%, radio 21.3%, network tv 28.2%, other 33.6. Employes: 22. Top execs: Donald K. Stephan.
Phone: (316) 265-0021.

Stephan & Brady, Madison, Wis., reported gross income of $2,020,145 in 1982 on billings of $15,155,640. In 1981, it reported gross income of $2,338,656 on billings of $16,979,549. Volume in 1982 consisted of $4,059,577 in media, $1,305,843 in materials and services and $9,790,220 in capitalized fees. In 1981, volume consisted of $4,979,198 in media, $1,926,126 in materials and services and $10,074,225 in capitalized fees. Accounts gained: Aid Assn. for Lutherans, Columbia Car Corp., ICU Services Corp., Seabrook Blanching Co., Swiss Colony Stores, 1-800-FLORIST, Browne Vintners Black Tower wine (college marketing). Lost: Parker Pen, Famous Footwear. Billings breakdown: Newspapers 24%, magazines 10%, radio 6%, spot tv 20%, outdoor 1%, business papers 22%, direct mail 7%, collateral 10%. Employes: 44. Top execs: Hugh Brady, president; Gary Gigot, senior vp; Greg Brady, senior vp; Frank Fueger, senior vp.
Phone: (608) 241-4141.

Stern/Monroe, Dallas, reported gross income of $3,190,000 in 1982, on billings of $21,300,000. In 1981, it reported gross income of $2,200,000 on billings of $14,674,000. There were no volume breakouts for 1982 or 1981. Accounts gained: Curtis Mathes Home Entertainment Centers, *Texas Monthly* magazine. Lost: Harrah's Casinos, local advertising. Billings breakdown: Newspapers 20%, magazines 11%, radio 22%, spot tv 35%, outdoor 5%, transit advertising 1%, point of sale 2%, direct mail 1%, other 3%. Employes: 35. Top execs: Lawrence N. Stern, Thomas F. Monroe, principals.
Phone: (214) 698-1000.

Stern Walters/Earle Ludgin, Chicago, reported gross income of $4,615,782 in 1982, on billings of $35,422,641. In 1981, it reported gross income of $4,503,006 on billings of $34,786,286. Volume in 1982 consisted of $20,569,230 in media, $2,554,785 in materials and services and $12,298,626 in capitalized fees. In 1981, volume consisted of $20,675,882 in media, $2,438,197 in materials and services and $11,672,207 in capitalized fees. Accounts gained: Blue Cross/Blue Shield of Illinois, Charmglow Products, Chippewa Paper, Rainsoft Water Conditioning, City National Bank (Beverly Hills). Lost: Sears (children's apparel), Scholl (ProComfort). Billings breakdown: Newspapers 6%, magazines 16%, radio 35%, network tv 30%, spot tv 7%, outdoor 1%, business papers 5%. Employes: 74 in two offices. Top execs: Gerald J. Stern, chairman; Lee J. Walters and William J. Lowney, vice-chairmen; W. Lawrence Weltin, president; Vera M. McRae and Ira Brichta, exec vps; Eileen M. Healy, senior vp-treasurer.
Phone: (312) 642-4990.

Stimpson Associates, Seattle, reported gross income of $1,407,345 and net income of $109,202 in 1982 on billings of $9,386,997. In 1981, it reported gross income of $790,037 and net income of $56,237 on billings of $6,185,632. Volume in 1982 consisted of $2,457,748 in media, $972,666 in materials and services and $5,956,583 in capitalized fees. In 1981, volume consisted of $2,114,484 in media, $368,171 in materials and services and $3,702,977 in capitalized fees. Accounts gained: Belknap Industries, First Interstate Bank of Washington, Washington State Lottery, Chemgate Corp. (Through a merger with Solkover Group, the agency gained the following: Liberty Ordards Co., Pace National Corp., Teltone Corp., Four Seasons Olympic, Pacific Southwest Airlines in Washington, Ranier Square Merchants Assn. Lost: Ken Schoenfeld Furniture, Justus Co., Tacoma Savings & Loan, Anacortes Marina. Billings breakdown: Newspapers 23%, magazines 16%, radio 19%, spot tv 38%, outdoor 0.5%, transit advertising 0.5%, other 3%. Employes: 35. Top execs: John A. King, president; Irving E. Stimpson, chairman.
Phone: (206) 622-0272.

Philip Stogel Co., New York, had estimated gross income of $2,225,000 in 1982 on billings of $14,853,175. In 1981, it had estimated gross income of $2,100,000 on billings of $13,560,225. Volume in 1982 consisted of $10,775,000 in media, $3,207,950 in materials and services and $870,225 in capitalized fees. In 1981, volume consisted of $9,550,165 in media, $3,195,450 in materials and services and $814,610 in capitalized fees. Accounts gained: Everlite, Remy Martin (Remy Cognac and Krug Champagne promotions). Lost: Hansquvana imported motor bikes. Billings breakdown: Newspapers 3%, magazines 58%, radio 6%, network tv 26%, spot tv 2%, outdoor 1%, direct mail 2%, other 2%. Employes: 36. Top execs: Philip Stogel, president; Ray Solomon, senior vp; Florence Stogel, secretary-treasurer.
Phone: (212) 682-7600.

Stolz Advertising, St. Louis, reported gross income of $1,857,594 in 1982 on billings of $11,466,633. In 1981, it reported gross income of $2,019,647 on billings of $12,466,958. Volume in 1982 consisted of $7,610,055 in media, $1,182,255 in materials and services and $2,674,323 in capitalized fees. In 1981, volume consisted of $7,860,791 in media, $1,196,828 in materials and services and $3,409,339 in capitalized fees. Accounts gained: Juvenile Shoe Corp., Mid Kansas McDonald's Co-op, Stout Realty, Postal and Federal Employees Credit Union. Lost: Switzer Candies, Warner-Jenkinson Co. Billings breakdown: Newspapers 4%, magazines 3%, radio and spot tv 78%, outdoor 4%, business papers 5%, transit 1%, point of sale 5%. Employes: 48 in four offices. Top execs: Robert G. Stolz, chairman; John F. Eyler, president; Glennon D. Jamboretz, exec vp.
Phone: (314) 863-0005.

Stone, August & Co., Birmingham, Mich., reported gross income of $1,221,000 in 1982 on billings of $7,348,090. In 1981, it reported gross income of $661,760 on billings of $6,022,065. Volume in 1982 consisted of $3,126,167 in media, $623,565 in materials and services and $3,598,358 in capitalized fees. In 1981, volume consisted of $3,525,616 in media, $583,453 in materials and services and $1,912,996 in capitalized fees. Accounts gained: Circus World, Homart Development, Wm. C. Roney, Tribune/United, Tyfield Distributors, Wood Motors, *Oakland Press*, Chemair Inc. Lost: Metro Detroit Chevrolet Dealers, Featherlite Manufacturing, ASC International. Billings breakdown: Newspapers 52%, magazines 1%, radio 17%, spot tv 29%, outdoor 1%. Employes: 20. Top execs: Ronald Stone, chairman; James August, president, Norman Prady, Tom Pilant.
Phone: (313) 646-9200.

Sullivan Higdon & Sink, Wichita, Kan., reported gross income of $1,324,672 and net income of $40,571 in 1982 on billings of $8,625,760. In 1981, it reported gross income of $965,503 and net income of $32,324 on billings of $5,855,169. Volume in 1982 consisted of $2,638,434 in media, $1,428,114 in materials and services and $4,559,212 in capitalized fees. In 1981, volume consisted of $2,380,850 in media, $1,280,252 in materials and services and $2,194,067 in capitalized fees. Accounts gained: Associated Grocers, Camp Systems, Center for Health Promotion, Citizens State Bank, Central Plains Steel, GRS Corp, Great Plains Mfg., Health Frontiers, Kansas Department of Economic Development, Wesley Medical Center, Wichita Visitors Bureau. Lost: Airport Hilton Inn, Harper Trucks, Mycro-Tek, Landmark Communities, Pro-Lube & Oil. Billings breakdown: Newspapers 4%, magazines 69%, radio 3%, spot tv 1%, outdoor 2%, business papers 17%, farm publications 4%. Employes: 27. Top execs: Wendell R. Sullivan, Allan K. Higdon, B. Vaughn Sink.
Phone: (316) 263-0124.

Howard Swink Advertising, Marion, O., reported gross income of $4,507,077 in 1982 on billings of $31,216,206. In 1981, it reported gross income of $3,831,057 on billings of $26,010,581. Volume in 1982 consisted of $9,711,472 in media, $5,560,139 in materials and services and $15,944,595 in capitalized fees. In 1981, volume consisted of $8,277,041 in media, $3,314,888 in materials and services and $14,418,652 in capitalized fees. Accounts gained: WGAR Radio, Sohio Chemical, Bendix Industrial Group, Horizon Research, Gold Circle Stores, Kelco Inc., Glass Packaging Institute—various projects. Lost: WNCI Radio. Billings breakdown: Newspapers 8%, magazines 13%, radio, network tv and spot tv 22%, outdoor 3%, business papers 49%, other 5%. Employes: 100 in four offices. Top execs: C.R. Fisher, president-ceo; Blaine Gutermuth, chairman; Edmund L. Noonan, senior vp; Robert F. Guirlinger, exec vp; William Kight, president, Columbus office.
Phone: (614) 387-3310.

Symon & Hilliard, New York, reported gross income of $2,240,000 in 1982 on billings of $28,000,000. In 1981, it reported gross income of $2,136,000 on billings of $22,250,000. Volume in 1982 consisted of $28,000,000, all in media. Its 1981 volume consisted of $22,250,000 in media. Accounts gained: Hotpoint major appliances division of General Electric Co. Lost: Conran's home furnishing stores. Billings breakdown: Newspapers 5%, magazines 11%, radio 4%, network tv 44%, spot tv 30%, business papers 3%, direct mail 2%, other 1%. Employes: 20. Top execs: James Symon, president; Tony Hilliard, creative director.
Phone: (212) 505-0688.

Don Tennant Co., Chicago, reported gross income of $2,607,000 in 1982 on billings of $24,003,000. In 1981, it reported gross income of $2,697,000 on billings of $24,016,000. Volume in 1982 consisted of $18,261,000 in media, $3,008,000 in materials and services and $2,734,000 in capitalized fees. In 1981, volume consisted of $19,534,000 in media, $2,141,000 in materials and services and $2,341,000 in capitalized fees. Accounts gained: Ralston Purina Co., Cookie Crisp and Dinky Donuts. Lost: Resort Condominium International. Billings breakdown: Newspapers 1.1%, magazines 9.7%, radio 2.7%, network tv 63.3%, spot tv 22.8%, outdoor 0.2%, other 0.2%. Employes: 41. Top execs: Don Tennant, chairman; Ronald Waller, vice-chairman; Thomas Prchal, president; Denis Naylor, senior vp.
Phone: (312) 644-4600.

Trahan, Burden & Charles, Baltimore, reported gross income of $2,475,000 in 1982 on billings of $16,501,027. In 1981, it reported gross income of $1,920,000 on billings of $12,815,250. Volume in 1982 consisted of $10,340,000 in media, $1,943,920 in materials and services and $4,217,107 in capitalized fees. In 1981, volume consisted of $7,680,000 in media, $1,300,000 in materials and services and $3,835,250 in capitalized fees. Accounts gained: Carlyle & Co. Jewelers, Maryland State Lottery, Harbor Bank, Park Sausage Co. Lost: Esskay Meat Co., Market Place Associates. Billings breakdown: Newspapers 10%, magazines 10%, radio 25%, spot tv 45%, outdoor 2%, business papers 5%, point of sale 1%, direct mail 2%. Employes: 47. Top execs: Edward A. Trahan, president; Thomas L. Burden, Allen F. Charles, exec vps-co-creative directors.
Phone: (301)889-7500.

Trout & Ries, New York, reported gross income of $4,128,600 in 1982 on billings of $29,138,969. In 1981, it reported gross income of $4,493,070 on billings of $29,780,208. Volume in

Gross income of $1,000,000 to $5,000,000

1982 consisted of $19,843,000 in media, $1,087,600 in materials and services and $8,208,369 in capitalized fees. In 1981, volume consisted of $21,138,000 in media, $1,156,000 in materials and services and $7,486,208 in capitalized fees. Accounts gained: Harrah's Marina Hotel Casino, (Atlantic City, N.J.); CBS-AM radio stations, Mt. Mansfield Co., National Assn. of Broadcasters' Council to Improve American Productivity. Lost: Western Union (Mailgram), Ingersoll-Rand, Long Island Trust Co. Billings breakdown: Newspapers 18%, magazines 17%, radio 30%, spot tv 24%, outdoor 1%, business papers 9%, transit advertising 1%. Employes: 68. Top execs: Al Ries, chairman; Jack Trout, president; Steve Rivkin, exec vp.

Phone: (212) 869-8888.

Douglas Turner Inc., Newark, and its Boston-based subsidiary Silton/Turner, reported gross income of $1,600,000 in 1982 on billings of $11,000,000. In 1981, it reported gross income of $1,434,884 on billings of $10,203,000. It did not break out volume for either year. Accounts gained: Emerson Radio, Venis Paradise, Wet 'n Wild Cosmetics, Helm Toys, Pitney Bowes facsimile products. Lost: Cynex Mfg. Co., Hunter Douglas Inc. Billings breakdown: Newspapers 25%, magazines 10%, radio 20%, spot tv 25%, business papers 20%. Employes: 40 in two offices. Top exec: Douglas Turner, president.

Phone: (201) 623-4506.

Tycer-Fultz-Bellack Ltd., Palo Alto, Cal., reported gross income of $2,097,724 and net income of $232,228 in 1982, on billings of $14,629,844. In 1981, it reported gross income of $1,521,153 and net income of $93,252 on billings of $10,753,493. Volume in 1982 consisted of $3,885,964 in media, $640,518 in materials and services and $10,103,362 in capitalized fees. In 1981, volume consisted of $2,879,771 in media, $609,252 in materials and services and $7,264,470 in capitalized fees. Accounts gained: Britton-Lee, Datastream Corp., Maxtor Corp., Megatest Corp., Velo-Bind, Zoecon Corp. Lost: EIP Inc., Exar Integrated Systems, Falco Products, Pro-Log Corp., Quantum Corp. and U.S. Instrument Rentals. Billings breakdown: Magazines 95%, other 5%. Employes: 43. Top execs: Del L. Tycer, president; Robert D. Fultz, Daniel W. Bellack, exec vps.

Phone: (415) 328-6300.

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VanSant Dugdale & Co., Baltimore, reported gross income of $3,945,665 in 1982 on billings of $26,304,434. In 1981, it reported gross income of $4,203,264 on billings of $28,021,760. Volume in 1982 consisted of $20,263,687 in media, $3,191,720 in materials and services and $2,849,027 in capitalized fees. In 1981, volume consisted of $19,218,320 in media, $3,405,313 in materials and services and $5,398,127 in capitalized fees. Accounts gained: American Satellite Co.; Hersheypark (Hershey Entertainment & Resort Co.), United Health Maintenance. Lost: Guest Quarters, Phillips Seafood Restaurants, T. Rowe Price, Abell Communications. Billings breakdown: Newspapers 23%, magazines 24%, radio 12%, network tv 8%, spot tv 17%, outdoor 2%, business papers 14%. Employes: 87 in two offices. Top execs: Raymond J. Sachs Jr., president-chairman; Kenneth E. Mayhorne, exec vp; Robert V. Walsh, senior vp-marketing services; Timothy D.S. Catling, senior vp-client services; Seymour Levin, senior vp-creative; E. Patrick McDonough, senior vp-financial; J. Stanley Paulus, senior vp-creative director; Sheldon T. Taule, senior vp-media director.

Phone: (301) 539-5400.

Vantage Advertising & Marketing Associates, San Leandro, Cal., reported gross income of $2,314,000 in 1982 on billings of $10,994,000. In 1981, it reported gross income of $1,980,000 on billings of $10,457,000. Volume in 1982 consisted of $10,462,000 in media, $532,000 in materials and services. In 1981, volume consisted of $9,438,000 in media, $585,000 in materials and services. Billings breakdown: Newspapers 24%, magazines 11%, radio 5%, network tv 15%, spot tv 41%, cable tv 2%, transit advertising 2%. Employes: 22 in two offices. Top exec: Charles B. Foll, president.

Phone: (415) 352-3640.

Vicom Associates, San Francisco, reported gross income of $2,906,095 in 1982 on billings of $30,448,460. In 1981, it reported gross income of $2,174,877 on billings of $25,593,738. Volume in 1982 consisted of $6,199,981 in media, $4,864,825 in materials and services and $19,383,654 in capitalized fees. In 1981, volume consisted of $6,235,947 in media, $4,851,361 in materials and services and $14,506,430 in capitalized fees. Accounts gained: Upjohn Co., American Medical International, CooperVision Optics, Hyland Laboratories, Lifescan, Johnson & Johnson International (projects). Lost: None. Billings breakdown: Magazines 50%, direct mail 12%, other 38%. Employes: 43 in 2 offices. Top execs: Robert W. Buechert, president; Reginald A. Bowes, exec vp; Thomas C. Spooner, senior vp.

Phone: (415) 391-8700.

Harry Viola Advertising, New York, reported gross income of $1,544,150 in 1982 on billings of $10,100,000. In 1981, it reported gross income of $1,914,750 on billings of $12,500,000. Volume in 1982 consisted of $9,000,000 in media, $1,100,000 in materials and services. In 1981, volume consisted of $11,000,000 in media, $1,500,000 in materials and services. Billings breakdown: Newspapers 10%, magazines 40%, spot tv 35%, outdoor 2.5%, business papers 5%, point of sale 5%, other 2.5%. Employes: 12 (estimated). Top exec: Harry Viola, president.

Phone: (212) 397-7838.

Frank Vos Co., New York, reported gross income of $3,275,130 in 1982 on billings of $21,838,284. In 1981, it reported gross income of $2,975,846 on billings of $19,843,058. Volume in 1982 consisted of $12,368,090 in media, $1,305,928 in materials and services and $8,164,266 in capitalized fees. In 1981, volume consisted of $10,448,862 in media, $1,222,313 in materials and services and $8,171,883 in capitalized fees. Accounts gained: Lenox Collections, Stark Brothers. Billings breakdown: Newspapers 10.2%, magazines 39.5%, spot tv 3%, direct mail 32.8%, other 14.5%. Employes: 43. Top execs: Frank Vos, chairman; Thomas J. Turner, president.

Phone: (212) 684-7600.

WLK Cos., Buffalo, N.Y., formerly Weil, Levy & King and Mainspring Advertising, in restating 1982 and 1981 results, reported gross income of $3,200,000 and net income of $300,000 in 1982 on billings of $20,500,000. In 1981, it reported gross income of $2,030,000 and net income of $50,000 on billings of $13,000,000. Volume in 1982 consisted of $10,600,000 in media, $1,900,000 in materials and services and $8,000,000 in capitalized fees. In 1981, volume consisted of $6,760,000 in media, $1,170,000 in materials and services and $5,070,000 in capitalized fees. The figures include results from subsidiaries Act-Gibney/WLK, Clearwater, Fla.; Mainspring/WLK Advertising, Quantum Analysis, Mier-Collins/WLK, Human Resources/WLK, all in Buffalo, N.Y. Accounts gained: Popsicle Industries, California Canners, Fisher-Price Toys (promotional), Union Dime for Savings and New York Bank for Savings (divisions of Buffalo Savings Bank/Goldome). Lost: Artpark. Billings breakdown: Newspapers 50.5%, magazines 4.5%, supplements 0.5%, radio 19%, network tv 23.5%, cable tv 0.5%, outdoor 0.5%, business papers 0.5%, farm publications 0.5%. Employes: 73 in five offices. Top execs: David I. Levy, chairman; Peter King, president; Strattan S. White, exec vp.

Phone: (716) 853-6755.

Waldbillig & Besteman, Madison, Wis., reported gross income of $1,308,097 in 1982 on billings of $9,887,436. In 1981, it reported gross income of $1,221,307 on billings of $8,145,056. Volume in 1982 consisted of $1,830,116 in media, $1,379,670 in materials and services and $6,677,650 in capitalized fees. In 1981, volume consisted of $961,851 in media, $1,173,119 in materials and services and $6,010,086 in capitalized fees. Accounts gained: Community Papers Network, Cuna Service Group, Midwest Psychotherapy Center, Newell Window Furnishings, St. Clare Hospital, Royal Credit Union, Highsmith Co. Lost: Middleton Springs Shopping Center. Billings breakdown: Newspapers 15%, magazines 4%, radio 15%, spot tv 11%, outdoor 2%, business papers 12%, farm publications 7%, point of sale 3%, direct mail 7%, other 24%. Employes: 31. Top execs: William J. Waldbillig, president, Robert H. Besteman.

Phone: (608) 238-4767.

Wardrop, Murtaugh, Temple & Frank, Chicago, reported gross income of $1,502,000 in 1982 on billings of $10,017,000. It did not report figures for 1981. Volume in 1982 consisted of $5,200,000 in media, $3,963,000 in materials and services and $854,000 in capitalized fees. Accounts gained: Statistical Tabulating Corp., Donald Bruce & Co., Kewaunee Scientific Equipment Corp. Lost: Chicago Federal Savings. Billings breakdown: Newspapers 10%, magazines 20%, radio 20%, spot tv 20%, business papers 20%, direct mail 5%, other 5%. Employes: 20. Top execs: John C. Wardrop, president; Philip R. Murtaugh, exec vp.

Phone: (312) 236-2321.

Warner, Bicking & Fenwick, New York, reported gross income of $1,899,526 in 1982 on billings of $12,567,444. In 1981, it reported gross income of $1,914,816 on billings of $12,670,000. Volume in 1982 consisted of $3,775,000 in media, $567,000 in materials and services and $8,225,444 in capitalized fees. In 1981, volume consisted of $3,800,150 in media, $563,700 in materials and services and $8,306,150 in capitalized fees. Accounts gained: Leica, SALES-NET, Letraset/Esselte, Oxford Software, Computer Associates (special projects). Lost: Onkyo USA. Billings breakdown: Newspapers 5%, magazines 30%, radio 20%, spot tv 5%, business papers 25%, point of sale 10%, direct mail 5%. Employes: 25. Top exec: John F. Bicking, chairman; John E. Warner, president-creative director; Ed Sutherland, senior vp-marketing.

Phone: (212) 759-7900.

Warren/Kremer Advertising, New York, reported gross income of $1,650,000 in 1982 on billings of $10,165,000. In 1981, it reported gross income of $1,200,000 on billings of $8,185,000. It did not break out its volume for either year. Accounts gained: Jeffco Furniture, La Guardia Marriott, Stamford Marriott, Somerset Marriott, Westchester Marriott, Marriott Marquis New York, Sam Lord's Castle, Hotel Pierre, Trelawny Beach Hotel, Warwick Hotels. Lost: Hilton Wilmington, Hilton JFK, Howard Johnson/Newark. Billings breakdown: Newspapers 30%, magazines 35%, radio 5%, spot tv 5%, outdoor 4%, business papers 15%, transit advertising 1%, point of sale 2%, direct mail 3%. Employes: 28. Top execs: Peter Warren, president; John H. Pollok, exec vp.

Phone: (212) 686-2914.

Weber Cohn & Riley, Chicago, reported gross income of $1,700,000 in 1982 on billings of $11,312,200. In 1981, it reported gross income of $1,335,000 on billings of $10,001,050. Volume in 1982 consisted of $6,125,000 in media, $785,000 in materials and services and $4,402,200 in capitalized fees. In 1981, volume consisted of $5,160,000 in media, $739,000 in materials and services and $10,001,050 in capitalized fees. Accounts gained: Chicago Economic Development Commission, Great American Federal Savings, QUAKE Radio, Homart, Northbrook Court. Billings breakdown: Newspapers 20%, magazines 10%, supplements 5%, radio 10%, spot tv 35%, outdoor 2%, business papers 3%, transit advertising 2%, point of sale 1%, direct mail 2%, other 10%. Employes: 25. Top execs: Ronald I. Cohn, chairman; James V. Riley, president.

Phone: (312) 527-4260.

Weekley & Penny, Houston, reported gross income of $1,746,925 in 1981 on billings of $15,629,084. In 1981, it reported gross income of $1,826,143 on billings of $15,946,138. Volume in 1982 consisted of $4,470,869 in media, $1,499,255 in materials and services and $9,658,960 in capitalized fees. In 1981, volume consisted of $4,994,434 in media, $1,617,660 in materials and services and $9,334,044 in capitalized fees. Accounts gained: Cullen Center Bank & Trust, Mortgage Corp. of Texas. Lost: TRW Mission, Ron's Krispy Fried Chicken, Henry S. Miller. Billings breakdown: Newspapers 24.7%, magazines 32.7%, radio 1.7%, spot tv 11.3%, outdoor 8.6%, business papers 6.3%, point of sale 3%, direct mail 7.1%, other 4.6%. Employes: 37. Top exec: C.R. Penny, president.

Phone: (713) 529-4861.

Weightman Inc., Philadelphia, reported gross income of $4,800,000 in 1982 on billings of $32,000,000. In 1981, it reported gross income of $4,650,000 on billings of $31,000,000. Volume in 1982 consisted of $32,000,000. Accounts gained: Pine-O-Pine, Sahara Club, Nino Cerruti. Lost: Abbotts Dairies, United Gilsonite Labs. Billings breakdown: Newspapers 10%, magazines 10%, radio 4%, network tv 34%, spot tv 33%, business papers 5%, other 4%. Employes: 84. Top execs: Charles F. Coffey, president; Gordon M. Patrizio, chairman; Dave Jordan, vice-chairman; John Goodchild, exec vp.

Phone: (215) 561-6100.

West, Gentry & Morris, Rockford, Ill., reported gross income of $1,418,007 in 1982 on billings of $4,775,460. In 1981, it reported gross income of $1,605,930 on billings of $4,759,452. Volume in 1982 consisted of $1,429,000 in media, $224,900 in materials and services and $3,121,560 in capitalized fees. In 1981, volume consisted of $1,380,886 in media, $225,044 in materials and services and $3,153,522 in capitalized fees. Accounts gained: Greenlee Tool division of Excello, GC Electronics, Teletrol, Barber-Colman PMC, Carbide Energy, American National Bank & Trust, Pioneer Life Insurance Co., Muller-Pinehurst Dairy, Central National Bank of Sterling, Colonial Bank of Rockford.

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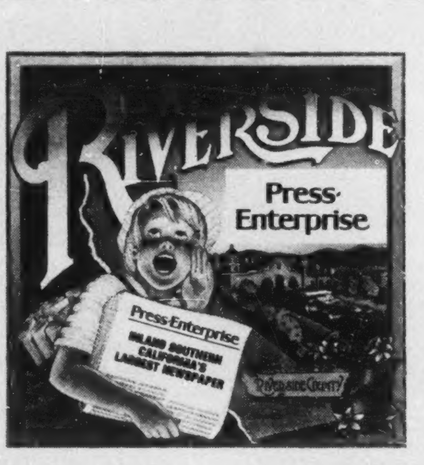

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Lost: Sears Mfg., Rock Valley Network. Billings breakdown: Newspapers 15%, magazines 60%, radio 5%, spot tv 10%, outdoor 4%, direct mail 6%. Employes: 14. Top execs: Robert A. West, William B. Morris, Jeanne T. Kant, Joseph W. Ubben, Walter R. Liddle, David A. Sundstedt.

Phone: (815) 968-5552.

Edwin Bird Wilson Inc., New York, reported gross income of $3,550,000 in 1982 on billings of $25,008,542. In 1981, it reported gross income of $2,865,000 on billings of $20,752,809. Volume in 1982 consisted of $16,442,169 in media, $4,291,086 in materials and services and $4,275,287 in capitalized fees. In 1981, volume consisted of $12,837,842 in media, $3,900,567 in materials and services and $4,014,400 in capitalized fees. Account gained: East River Saving Bank. Lost: State National Bank of Connecticut. Billings breakdown: Newspapers 30%, magazines 35%, radio 5%, spot tv 15%, outdoor 5%, business papers 10%. Employes: 62. Top execs: Delano W. Ladd Jr., president; Peter Post and Hubert Donlon, exec vps; Gene Grayson, senior vp.

Phone: (212) 684-5220.

Wilton, Coombs & Colnett, San Francisco, reported gross income of $1,861,300 and net income of $252,570 in 1982 on billings of $12,840,092. In 1981, it reported gross income of $1,828,940 and net income of $252,570 on billings of $12,518,095. Volume in 1982 consisted of $8,737,586 in media, $1,287,099 in materials and services and $2,815,407 in capitalized fees. In 1981, volume consisted of $7,991,142 in media, $1,357,863 in materials and services and $3,169,090 in capitalized fees. Accounts gained: 3Com, Cadtrak. Lost: Church Computer Co. Billings breakdown: Newspapers 3%, magazines 65%, radio 3%, network tv 3%, business papers 25%, other 1%. Employes: 35. Top execs: Ronald H. Colnett, chairman; Cliford B. Wilton, president; John T. Stirling, treasurer.

Phone: (415) 981-6250.

Winchell Marketing Communications, Philadelphia, had estimated gross income of $1,275,000 in 1982 on billings of $8,500,000. In 1981, it had estimated gross income of $1,200,000 on billings of $8,000,000. In 1982, volume consisted of $8,500,000 in media. In 1981, volume consisted of $8,000,000 in media. Billings breakdown: Newspapers 10%, magazines 5%, radio 5%, business papers 30%, direct mail 10%, other 40%. Employes: 16. Top execs: Henry R. Blynn, president; Frederick H. Gloeckner, chairman.

Phone: (215) 568-1770.

Winius-Brandon Advertising, Bellaire, Tex., reported gross income of $2,602,639 and net income of $507,990 in 1982 on billings of $16,348,656. In 1981, it reported gross income of $2,323,794 and net income of $453,563 on billings of $14,597,016. Volume in 1982 consisted of $10,671,852 in media, $3,009,446 in materials and services and $2,667,358 in capitalized fees. In 1981, volume consisted of $9,528,440 in media, $2,687,006 in materials and services and $2,381,570 in capitalized fees. Accounts gained: Nassau Bay Hilton Hotel, Wesleyan Bank, Zoological Society of Houston. Lost: Houston McDonald's, Shamrock Hilton Hotel. Billings breakdown: Newspapers 12%, magazines 19%, radio 17%, spot tv 35%, cable tv 1%, outdoor 11%, point of sale 1%, direct mail 1%, other 3%. Employes: 52 Top execs: Art Casper, president; Ed Kennard, exec vp; Harold Green, Rick Copley, senior vps.

Phone: (713) 665-1765.

Winterkorn Lillis, Rochester, N.Y., reported gross income of $1,250,000 in 1982 on billings of $8,338,000. In 1981, it reported gross income of $1,260,000 on billings of $8,398,000. Volume in 1982 consisted of $1,465,000 in media, $847,000 in materials and services and $6,026,000 in capitalized fees. In 1981, volume consisted of $1,162,000 in media, $866,000 in materials and services and $6,370,000 in capitalized fees. Account gained: Ritter/Midwest, division of Sybron Corp. Billings breakdown: Magazines 30%, radio 5%, spot tv 10%, business papers 35%, point of sale 10%, direct mail 10%. Employes: 30. Top execs: William J. Lillis, chairman; Gerard J. Winterkorn, president.

Phone: (716) 454-1010.

Winters, Franceschi & Callahan, Phoenix, Ariz., had estimated gross income of $1,650,000 in 1982 on billings of $11,003,335. In 1981, it had estimated gross income of $1,075,000 on billings of $7,154,210. Volume in 1982 consisted of $8,000,000 in media, $1,666,000 in materials and services and $1,337,335 in capitalized fees. In 1981, volume consisted of $4,000,000 in media, $1,400,000 in materials and services and $1,754,210 in capitalized fees. Accounts gained: Arizona Biltmore, AIM Systems, Best Western International, Circle K Corp., Country Club Towers, Courtesty Leasing & Rent-A-Car, Estes Homes, ITT Courier, Leisure World, Lincoln Health Resources, Litchfield Park Properties, O'Malleys Building Materials Centers, Bazaar del Mundo, T.J. Bettes, Boise Cascade, Motion Pictures Distributors/Exhibitors, Data Card Corp., Polaris Vac-Sweep, Polo Players, Real Properties Ventures, RIS Irrigation Systems, San Diego Sports Arena, SAI Technology Co., Sears, Roebuck & Co., Union-Tribune Newspapers. Lost: None. Billings breakdown: Newspapers 19%, magazines 10%, radio 12%, spot tv 34%, outdoor 6%, other 19%. Employes: 49 in two offices. Top execs: Frank L. Callahan, president; James L. Winters, exec vp-secretary/treasurer.

Phone: (602) 277-3400.

Witherspoon & Associates, Fort Worth, Tex., reported gross income of $1,809,447 and net income of $351,432 in 1982 on billings of $12,016,870. In 1981, it reported gross income of $1,419,319 and net income of $257,187 on billings of $9,910,544. Volume in 1982 consisted of $3,401,210 in media, $1,147,862 in materials and services and $7,467,798 in capitalized fees. In 1981, volume consisted of $2,805,042 in media, $946,664 in materials and services and $6,158,838 in capitalized fees. Accounts gained: Alcon Universal, Century Chevrolet, Fort Worth Museum of Science & History, Meador Oldsmobile, Chrysler, Plymouth, Sid Richardson Collection of Western Art, Sid Richardson Foundation, Tarrant-Johnson County Chevrolet Dealers Assn., Texas American Bancshares, Van Cliburn Foundation, Western Preferred Corp. Lost: City Center Development Co., Southfield Development Co., Sundance Square. Billings breakdown: Newspapers 13%, magazines 21%, radio 11%, spot tv 27%, outdoor 4%, business papers 22%, transit advertising 1%, direct mail 1%. Employes: 42. Top execs: Roger Rienstra, president; Frank Burkett, Preston Figley, exec vp.

Phone: (817) 335-1373.

Jack Wodell Associates, San Francisco, had estimated gross income of $2,300,000 in 1982 on billings of $15,089,785. In 1981, it had estimated gross income of $2,100,000 on billings of $13,623,103. Volume in 1982 consisted of $11,960,076 in media, $150,687 in materials and services and $2,979,022 in capitalized fees. In 1981, volume consisted of $11,212,503 in media, $119,622 in materials and services and $2,166,209 in capitalized fees. Billings breakdown: Newspapers 58%, magazines 3%, radio 15%, spot tv 10%, outdoor 2%, transit advertising 2%, other (pr) 10%. Employes: 33. Top execs: Jack Wodell, president; Carolyn Nelson-Sellers, B. J. Valdes, executive vps.

Phone: (415) 391-1350.

Womack/Claypoole/Griffin, Dallas, reported gross income of $1,539,954 and net income of $204,343 in 1982 on billings of $10,271,482. In 1981, it reported gross income of $1,469,800 and net income of $212,076 on billings of $9,798,945. Volume in 1982 consisted

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of $4,411,310 in media and $5,860,172 in capitalized fees. In 1981, volume consisted of $4,251,483 in media and $5,547,462 in capitalized fees. Figures include agency subsidiaries in Lubbock, Odessa and San Antonio. Accounts gained: West Texas Chevrolet Dealers, Seismic Reflections, CBS Machine, Quest Medical, TransNational Leasing, Frank Brown Pontiac, First National Bank-Plainview and Andrews, West Texas Aviation, Omega Pump, Medlars. Lost: Villa Oldsmobile, Brodie Buick. Billings breakdown: Newspapers 12%, radio 7%, spot tv 19%, outdoor 8%, business papers 33%, farm publications 16%, point of sale 2%, direct mail 2%, other 1%. Employes: 43 in four offices. Top exec: Jack Womack, president; Price Womack, Bill Claypole, Jerry Griffin, Joe Dominey, Jim Kleypas.

Phone: (214) 620-0300.

Yaffe Berline, Southfield, Mich., reported gross income of $1,613,366 in 1982, on billings of $11,952,244. In 1981, it reported gross income of $1,400,000 on billings of $10,100,000. Volume in 1982 consisted of $7,088,740 in media, $1,223,405 in materials and services and $3,640,099 in capitalized fees. In 1981, volume consisted of $7,000,000 in media, $1,100,000 in materials and services and $2,000,000 in capitalized fees. Income includes a subsidiary, Support Group. Accounts gained: *Detroit News*. Billings breakdown: Newspapers 29%, magazines 1%, radio 32%, spot tv 33%, outdoor 5%. Employes: 25. Top execs: Fred Yaffe, chairman-ceo; Jim Culver, president-Support Group; Bob Popa, Jim Grossman, senior vps.

Phone: (313) 552-7800.

Ed Yardang & Associates, San Antonio, Tex., reported gross income of $1,187,000 in 1982 on billings of $8,876,090. In 1981, it reported gross income of $1,025,915 on billings of $8,300,982. Volume in 1982 consisted of $2,494,447 in media, $1,699,303 in materials and services and $4,876,090 in capitalized fees. In 1981, volume consisted of $1,982,515 in media, $1,532,778 in materials and services and $4,785,689 in capitalized fees. Accounts gained: *Laredo Times*, Wentworth for Congress, International Marine Services, N'Rico Foods, Simbrah Cattle Co., Southport Development Co., Natpro Inc., San Antonio Festival. Lost: Wentworth for Congress. Billings breakdown: Newspapers 12%, magazines 2%, radio 51%, spot tv 18%, outdoor 17%. Employes: 25. Top exec: Warren E. Stewart, chairman, president-ceo.

Phone: (512) 227-8141.

Yellow Pages Marketing Services, Mequon, Wis., reported gross income of $2,013,000 in 1982 on billings of $13,420,000. In 1981, it reported gross income of $1,508,000 on billings of $10,058,000. No volume breakdown was provided. Accounts gained: 33 added. Lost: Four dropped. Billings breakdown: Yellow Pages 100%. Employes: 45 in seven offices. Top execs: T.F. Scannell Jr., chairman; R.C. Miller, president.

Phone: (414) 241-8600.

Zechman & Associates, Chicago, reported gross income of $1,093,000 and net income of $633,000 in 1982 on billings of $7,059,000. In 1981, it reported gross income of $863,000 and net income of $501,000 on billings of $5,578,000. Volume in 1982 consisted of $3,545,000 in media, $1,380,000 in materials and services and $2,134,000 in capitalized fees. In 1981, volume consisted of $2,740,000 in media, $1,050,000 in materials and services and $1,788,000 in capitalized fees. Accounts gained: Tenex Corp. Lost: None. Billings breakdown: Newspapers 4%, magazines 16%, radio 33%, spot tv 40%, outdoor 3%, other 4%. Employes: 18. Top execs: Jan E. Zechman, president; Philip D. Davis Jr., senior vp.

Phone: (312) 346-0551.

Zwiren & Wagner, Chicago, reported estimated gross income of $1,125,000 in 1982 on billings of $7,500,000. In 1981, it reported estimated gross income of $900,000 on billings of $6,000,000. Volume in 1982 consisted of $7,500,000 in media. In 1981, volume consisted of $6,000,000 in media. Accounts gained: Midway Airlines, A.H. Robins (new products), Illinois Adoption Center, Russell Corp., Elaine Powers Figure Salons, Colgate-Palmolive (creative projects). Lost: Chattem Labs (Love cosmetics, Mudo skincare). Billings breakdown: Newspapers 20%, magazines 10%, network tv 20%, spot tv 40%, business papers 7%, transit 3%. Employes: 14. Top execs: Jan Zwiren, chairman; John Wagner, president.

Phone: (312) 280-8400.

Zylke & Affiliates, Glenview, Ill., reported gross income of $1,567,000 in 1982 on billings of $10,506,826. In 1981, it reported gross income of $1,524,000 on billings of $10,165,293. Volume in 1982 consisted of $3,899,000 in media, $1,834,000 in materials and services and $4,773,826 in capitalized fees. In 1981, volume consisted of $3,382,000 in media, $1,754,000 in materials and services and $4,854,778 in capitalized fees. Accounts gained: Protectoseal Co., Martin Wells of America, Transbulk Inc., Road-Rail Transportation, Howard Industries. Lost: Liquid Carbonic Corp., RegO Co., Imperial-Clevite fluid components division, March Mfg. Billings breakdown: Business papers 60%, farm publications 1%, direct mail 10%, other 29%. Employes: 30. Top execs: Ralph B. Zylke, president and treasurer, Charles H. Puls, vp and secretary.

Phone: (312) 998-4800.

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Ackerman Advertising Communications, Greenvale, N.Y., reported gross income of $770,000 in 1982 on billings of $5,437,300. In 1981, it reported gross income of $575,000 on billings of $4,066,975. Volume in 1982 consisted of $3,850,000 in media, $320,000 in materials and services and $1,267,300 in capitalized fees. In 1981, volume consisted of $3,200,000 in media, $250,000 in materials and services and $616,975 in capitalized fees. Accounts gained: ABD Sales, Great Events Promotions. Billings breakdown: Newspapers 25%, magazines 5%, supplements 10%, radio 20%, spot tv 25%, business papers 5%, point of sale 5%, direct mail 5%. Employes: 18. Top execs: Skip Ackerman, president; Ruth Haltman, senior vp.

Phone: (516) 484-5150.

Ad Agency Inc., West Palm Beach, Fla., reported gross income of $335,950 and net income of $22,800 in 1982 on billings of $1,481,031. The agency did not report results for 1981.Volume in 1982 consisted of $884,411 in media, $566,912 in materials and services and $29,708 in capitalized fees. Accounts gained: Royce Hotel, Boca West, Florida Capitol Investors, Royce Resorts. Lost: Satter Cos., Davwan Enterprises. Billings breakdown: Newspapers 45%, magazines 15%, radio 15%, network tv 2%, spot tv 20%, outdoor 1%, direct mail 1%, other 1%. Employes: 7. Top exec: Glen Wilber, president.

Phone: (305) 686-4100.

Adair Associates, Atlanta, reported gross income of $903,513 in 1982 on billings of $4,619,588. In 1981, it reported gross income of $607,742 on billings of $3,265,136. Volume in 1982 consisted of $139,134 in media, $2,158,807 in materials and services and $2,321,647 in capitalized fees. In 1981, volume consisted of $126,925 in media, $1,533,889 in materials and services and $1,604,322 in capitalized fees. Accounts gained: ESI, Ronthor Plastics, Heely Brown. Lost: Peachford Hospital, Charter Medical Corp. Billings breakdown: Newspapers 10%, magazines 29%, radio 13%, spot tv 48%. Employes: 14. Top exec: William Adair, president.

Phone: (404) 351-8424.

Adams & Longino, Greenville, N.C., reported gross income of $107,550 and net income of $19,550 in 1982 on billings of $796,617. In 1981, it reported gross income of $125,198 on billings of $784,016. Volume in 1982 consisted of $341,953 in media, $85,488 in materials and services and $369,176 in capitalized fees. In 1981, volume consisted of $303,919 in media, $152,415 in materials and services and $327,682 in capitalized fees. Accounts gained: MelloButtercup Ice Cream, East Carolina University Athletics, Berg Maschinenfabrik Gmbh (USA), North State Savings & Loan Corp. Lost: U.N.X. Chemicals, Harrington Manufacturing, First Federal Savings & Loan. Billings breakdown: Newspapers 20%, magazines 20%, radio 10%, spot tv 10%, outdoor 10%, business papers 20%, point of sale 5%, direct mail 5%. Employes: 5. Top exec: Frank H. Longino Jr., president.

Phone: (919) 752-1914.

Adams, Rickard & Mason, Glastonbury, Conn., reported gross income of $972,943 in 1982 on billings of $6,489,530. In 1981, it reported gross income of $956,507 on billings of $6,379,902. Volume in 1982 consisted of $1,994,800 in media, $1,379,333 in materials and services and $3,115,397 in capitalized fees. In 1981, volume consisted of $2,151,737 in media, $809,890 in materials and services and $3,418,275 in capitalized fees. Accounts gained: Wiremold Co., Athena Systems. Lost: Insilco Corp., Henry G. Thompson Co. Billings breakdown: Newspapers 10%, magazines 11%, radio 2%, outdoor 1%, business papers 66%, farm publications 1%, other 9%. Employes: 25. Top execs: Frederick C. Adams, chairman; Albert D. Mason, president; Johanthan Rickard, exec vp.

Phone: (203) 659-1311.

Adelante Advertising, New York, reported gross income of $675,000 in 1982 on billings of $5,550,525. In 1981, it reported gross income of $648,750 on billings of $5,258,800. Volume in 1982 consisted of $4,000,000 in media, $500,000 in materials and services and $1,050,525 in capitalized fees. It also had $250,000 in overseas media in 1982 and 1981. Non-U.S. gross income in each year came to $37,500. In 1981, volume consisted of $3,850,000 in media, $475,000 in materials and services and $933,800 in capitalized fees. Accounts gained: Canadian Fish Enterprises, New World Enterprises. Billings breakdown: Newspapers 10%, magazines 10%, radio 30%, spot tv 30%, outdoor 10%, transit advertising 5%, point of sale 5%. Employes: 15. Top exec: Seymour Davis, president.

Phone: (212) 696-0855.

Adler, Schwartz Inc., Englewood Cliffs, N.J., reported gross income of $987,721 in 1982, on billings of $6,491,502. In 1981, it reported gross income of $1,030,905 on billings of $6,701,991. Volume in 1982 consisted of $378,700 in media, $492,340 in materials and services and $5,620,462 in capitalized fees. In 1981, volume consisted of $396,300 in media, $520,800 in materials and services and $5,784,891 in capitalized fees. Accounts gained: Computer Data Access, Finnfoods, Subaru of America (special promotions), Varn Products Co. Billings breakdown: Newspapers 10%, business papers 40%, other (sales promotion) 50%. Employes: 18. Top execs: Richard Schwartz, president; Peter Adler, exec vp; Laura Eisenman, vp.

Phone: (201) 461-8450.

Admark Advertising, Mason City, Ia., reported gross income of $168,719 in 1982 on billings of $1,093,742. In 1981, it reported gross income of $159,620 on billings of $1,008,378. Volume in 1982 consisted of $370,939 in media, $125,058 in materials and services and $597,745 in capitalized fees. In 1981, volume consisted of $325,075 in media, $118,901 in materials and services and $564,402 in capitalized fees. Accounts gained: Dr. Macdonald's Feeds, Competition Chemicals, Eastern Iowa Pork, L.S. Buildings, Simes Industries, Dewey Electric, Double Trim. Lost: None. Billings breakdown: Newspapers 3%, magazines 6%, radio 18%, spot tv 30%, outdoor 3%, business papers 10%, farm publications 30%. Employes: 7.

Phone: (515) 424-0191.

Ad Methods Advertising, St. James, N.Y., reported gross income of $643,500 and net income of $468,500 in 1982 on billings of $4,115,655. In 1981, it reported gross income of $515,465 and net income of $355,465 on billings of $3,289,520. Volume in 1982 consisted of $728,050 in media, $176,000 in materials and services and $3,211,605 in capitalized fees. In 1981, volume consisted of $631,100 in media, $148,500 in materials and services and $2,509,920 in capitalized fees. Billings breakdown: Newspapers 10%, magazines 10%, supplements 3%, radio 12%, business papers 40%, transit advertising 7%, point of sale 8%, direct mail 10%. Employes: 16 in two offices. Top exec: Hesso Bellem, president.

Phone: (516) 724-9075.

Advertising Associates, Northbrook, Ill., had estimated gross income of $11,000 in 1982, on billings of $97,000. In 1981, it had an estimated

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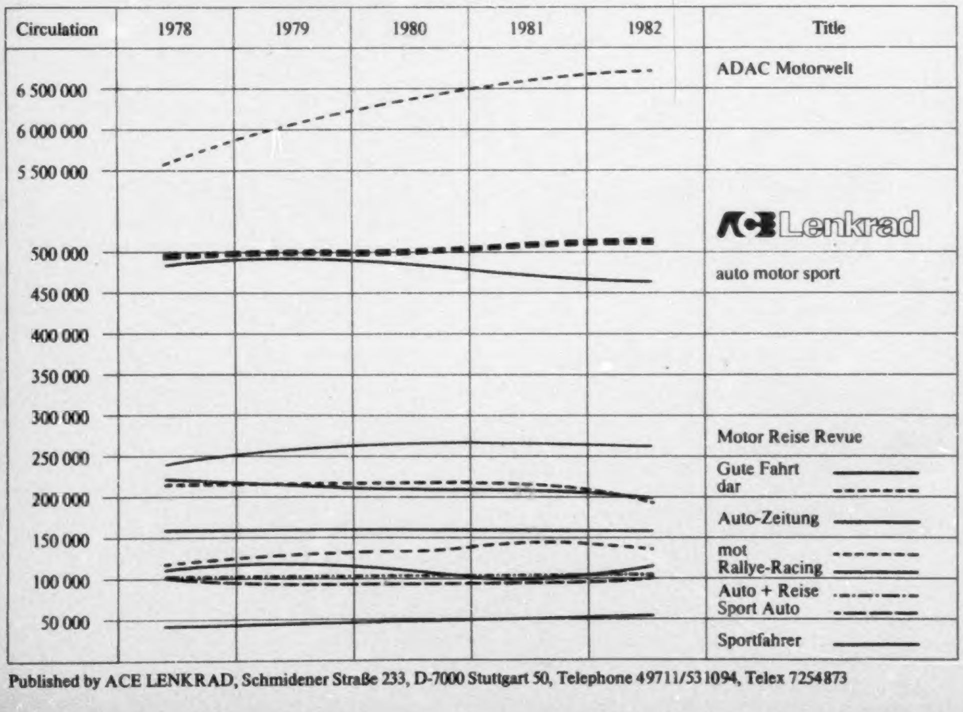

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gross income of $10,000 on billings of $84,000. Volume in 1982 consisted of $81,000 in media and $16,000 in materials and services. In 1981, volume consisted of $79,000 in media and $5,000 in materials and services. Accounts gained: Gerald R. Sheahan, consultant, Mueller Door Co., The Ettlinger Co., AEW North America Ltd., RRS Group. It reported no accounts lost. Billings breakdown: Newspapers 85%, radio 2%, business papers 13%. Employes: 5. Top execs: William Aaron, president; D. Ellison, vp-creative; B. Davis, art director and production; Al Rowe, executive vp-general manager.

Phone: (312) 564-5337.

Advertising Associates, Tyler, Tex., had estimated gross income of $250,000 in 1982 on billings of $1,488,147. It did not report figures for 1981. Volume in 1982 consisted of $422,927 in media, $126,539 in materials and services and $938,681 in capitalized fees. Account gained: 'tsyogurt. Lost: Glamour Pools, Broadway Furniture. Billings breakdown: Newspapers 29%, magazines 3%, supplements 1%, radio 17%, spot tv 6%, outdoor 6%, direct mail 3%, other 35%. Employes: 10. Top execs: David M. Fender, president; James R. Batten, exec vp-general manager.

Phone: (214) 595-4800.

Advertising Co. of Offield & Brower, Los Gatos, Cal., reported gross income of $343,000 in 1982 on billings of $2,527,395. In 1981, it reported gross income of $332,000 on billings of $2,220,447. Volume in 1982 consisted of $750,000 in media, $320,000 in materials and services and $1,457,395 in capitalized fees. In 1981, volume consisted of $772,100 in media, $400,500 in materials and services and $1,027,847 in capitalized fees. The agency has one subsidiary, D.N.A. Accounts gained: Xebec, Tri-Data Corp., Ultra Magnetics Technology, Basis Microcomputer. Momentum Computer Systems International, Varian Associates Instrument Group. Lost: Digital Engineering. Billings breakdown: Newspapers 11%, magazines 62%, radio 2%, outdoor 3%, point of sale 3%, direct mail 10%, other 9%. Employes: 9. Top execs: Ernest E. Brower, president.

Phone: (408) 354-0536.

Advertising Development Specialists, Fort Collins, Colo., had estimated gross income of $296,246 in 1982 on billings of $1,788,260. In 1981, it had estimated gross income of $230,568 on billings of $1,427,762. Volume in 1982 consisted of $561,760 in media, $271,390 in materials and services and $955,110 in capitalized fees. In 1981, volume consisted of $449,408 in media, $171,885 in materials and services and $806,469 in capitalized fees. Income and billings include a subsidiary, The Production Co. Accounts gained: American Bank Corp., Total Solutions, Bolder Restaurants, Computer Connection, First Interstate Bank of Fort Collins. Billings breakdown: Newspapers 60%, magazines 10%, radio 25%, business papers 1%, point of sale 1%, direct mail 3%. Employes: 7 in two offices. Top execs: Richard Roesener, president and chairman; Linda Roesener, secretary-treasurer.

Phone: (303) 493-5080.

Advertising Inc., Greenville, S.C., reported gross income of $741,985 in 1982 on billings of $4,269,988. In 1981, it reported gross income of $522,267 on billings of $3,662,156. Volume in 1982 consisted of $534,606 in media, $965,798 in materials and services and $2,769,584 in capitalized fees. In 1981, volume consisted of $476,660 in media, $897,939 in materials and services and $2,287,557 in capitalized fees. Billings breakdown: Newspapers 4%, magazines 31%, supplements 3%, radio 5%, business papers 12%, point of sale 27%, direct mail 18%. Employes: 19. Top exec: Herbert Smith, president.

Phone: (803) 232-8718.

Airmark Group, Dallas, reported estimated gross income of $180,000 in 1982 on billings of $1,200,000. In 1981, it reported estimated gross income of $90,000 on billings of $600,000. Volume in 1982 consisted of $600,000 in media and $600,000 in materials and services. In 1981, volume consisted of $200,000 in media and $400,000 in materials and services. Accounts gained: Hazeltine Corp., Comcast Sound Engineering, Reed Mining Tools, A-TEC Intl, Pizza Inns (Abilene, Brownwood, Big Spring, Midland-Odessa), Data Processing Centers, Exploration Surveys, Tidelands Inc. Lost: None. Billings breakdown: Newspapers 15%, magazines 30%, radio 2%, direct mail 10%, other 43%. Employes: 16. Top exec: Lou Rowlett Sr., president.

Phone: (214) 353-0120.

Albright & Price, Lafayette, Cal., reported gross income of $183,853 in 1982 on billings of $1,186,362. In 1981, it reported gross income of $171,010 on billings of $1,109,892. Volume in 1982 consisted of $56,982 in media, $410,178 in materials and services and $719,202 in capitalized fees. In 1981, volume consisted of $70,568 in media, $425,025 in materials and services and $614,299 in capitalized fees. Accounts gained: Valley Memorial Hospital, Delta Memorial Hospital, DeWitt Sails, Old Republic Home Warranty, Merritt-Peralta Institute, Rigging International. Billings breakdown: Newspapers 36%, magazines 64%. Employes: 4. Top execs: J. Grant Price, Gary E. Albright, principals.

Phone: (415) 284-1694.

Allen & Mattingly, Atlanta, reported gross income of $552,149 in 1982 on billings of $3,681,823. In 1981, it reported gross income of $447,627 on billings of $3,263,600. Volume in 1982 consisted of $1,693,158 in media, $340,504 in materials and services and $1,648,160 in capitalized fees. In 1981, volume consisted of $1,222,749 in media, $278,535 in materials and services and $1,762,315 in capitalized fees. Accounts gained: First State Bank & Trust, Knoxville Hilton, Raleigh Hilton. Billings breakdown: Newspapers 15%, magazines 15%, radio 25%, spot tv 30%, outdoor 5%, point of sale 5%, direct mail 5%. Employes: 9. Top execs: William Allen, president; Marshall Mattingly, exec vp.

Phone: (404) 952-2393.

Alstin Advertising, Philadelphia, reported gross income of $630,000 in 1982 on billings of $4,200,000. In 1981, it reported gross income of $507,000 on billings of $3,400,000. It did not break out its 1982 or 1981 volume. Billings breakdown: Newspapers 85%, magazines 2%, radio 2%, business papers 10%, transit advertising 1%. Employes: 19. Top exec: Michael V. Schluth, president.

Phone: (215) 568-3200.

Amsterdam Advertising, Reading, Mass., reported gross income of $131,684 in 1982, on billings of $830,400. In 1981, it reported gross income of $125,076 on billings of $797,911. Volume in 1982 consisted of $500,438 in media, $105,375 in materials and services and $224,587 in capitalized fees. In 1981, volume consisted of $468,907 in media, $107,431 in materials and services and $221,573 in capitalized fees. Account gained: VenturCom Inc. Lost: Data Instruments Inc. Billings breakdown: Magazines 100%. Employes: 2. Top exec: Richard E. Amsterdam, president.

Phone: (617) 944-0660.

Anderson/Miller Communications, San Francisco, reported gross income of $423,751 and net income of $18,952 in 1982 on billings of $3,596,796. In 1981, it reported gross income of $548,491 and net income of $40,899 on billings of $4,085,021. Volume in 1982 consisted of $676,589 in media, $599,581 in materials and services and $2,320,626 in capitalized fees. In 1981, volume consisted of $1,255,649 in media, $608,916 in materials and services and $2,220,456 in capitalized fees. Accounts gained: Nieco, Del Monte. Billings breakdown: Business papers 19%, point of sale 16%, other 65%. Employes: 11. Top execs: Nor-

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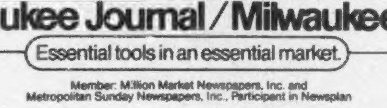

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man Anderson, president; Frederic Miller, exec vp.

Phone: (415) 986-1739.

Andrews/Mautner, Milwaukee, reported gross income of $888,712 in fiscal 1982, ended June 30, and net income of $3,355 on billings of $6,112,123. In fiscal 1981, it reported gross income of $766,082 and net income of $1,625 on billings of $5,347,267. Volume in 1982 consisted of $3,417,296 in media, $682,154 in materials and services and $2,012,673 in capitalized fees. In 1981, volume consisted of $2,995,957 in media, $610,507 in materials and services and $1,740,803 in capitalized fees. Accounts gained: Krones Inc., Ken Cook Co. Lost: Trico Mfg. Billings breakdown: Newspapers 2%, magazines 9%, radio 1%, business papers 60%, farm publications 1%, point of sale 1%, direct mail 5%, other 21%. Employes: 24. Top execs: Donald L. Orlaska, chairman; Christopher M. Vernon, president; Eugene Vogel, exec vp; Norman W. Mautner, John L. Rahmlow, senior vps.

Phone: (414) 272-4482.

Ward Archer & Associates, Memphis, reported gross income of $918,174 in 1982 on billings of $6,215,526. In 1981, it reported gross income of $953,345 on billings of $6,379,004. Volume in 1982 consisted of $2,350,445 in media, $810,492 in materials and services and $3,054,589 in capitalized fees. In 1981, volume consisted of $2,454,380 in media, $810,492 in materials and services and $3,114,132 in capitalized fees. Accounts gained: American Business Services, Maag Inc., Regency Travel, Terral-Norris Seed Co., Sun Valley Seed Co., Bryce Corp. Lost: Buckeye Cellulose Corp., Guaranty Trust Savings & Loan. Billings breakdown: Newspapers 9%, magazines 24%, radio 15%, spot tv 25%, outdoor 5%, business papers 10%, farm publications 12%. Employes: 28. Top execs: Ward Archer Sr., chairman; Ward Archer Jr., president; Bob D. Michie, secretary-treasurer; M.S. Price, exec vp; Joan White, senior vp.

Phone: (901) 396-8700.

Donald L. Arends Inc., Oak Brook, Ill., reported gross income of $912,600 in 1982 on billings of $6,087,000. In 1981, it reported gross income of $905,600 on billings of $6,037,600. Volume in 1982 consisted of $1,511,700 in media, $3,206,600 in materials and services and $1,368,700 in capitalized fees. In 1981, volume consisted of $1,417,500 in media, $3,229,400 in materials and services and $1,390,700 in capitalized fees. Account gained: Portec Inc. navigator division. Lost: Aurora Steel Products. Billings breakdown: Newspapers 15%, magazines 10%, radio 2%, spot tv 2%, business papers 64%, point of sale 2%, direct mail 5%. Employes: 19. Top execs: Donald L. Arends, chief executive officer; Robert K. Erickson, president.

Phone: (312) 323-1220.

Arnold Advertising, Reading, Pa., had estimated gross income of $360,000 in 1982 on billings of $2,400,000. In 1981, it had estimated gross income of $330,000 on billings of $2,200,000. It did not break out volume for either year. Accounts gained: NCI, Pulse, Ehrlich Green Team, Aydin Monitor Systems, Giorgio Foods, Dawn Fresh products. Billings breakdown: Newspapers 20%, magazines 20%, radio 10%, spot tv 10%, outdoor 20%, point of sale 10%, direct mail 10%. Employes: 8. Top execs: J. Douglas Arnold, president.

Phone: (215) 376-3864.

Arnold, Hoff & Associates, Arlington Heights, Ill., reported gross income of $388,000 in 1982 on billings of $2,907,000. In 1981, it reported gross income of $411,000 on billings of $3,272,500. Volume in 1982 consisted of $411,000 in media, $1,082,000 in materials and services and $1,414,000 in capitalized fees. In 1981, volume consisted of $496,000 in media, $1,109,000 in materials and services and $1,667,500 in capitalized fees. Accounts gained: Sensory Aids, JNO V. Doehren, Probe Financial, Boch Pharmacal. Lost: Duplex Products. Billings breakdown: Magazines 25%, farm publications 1%, direct mail 20%, other 54%. Employes: 11. Top execs: Noble Arnold, president.

Phone: (312) 437-8730.

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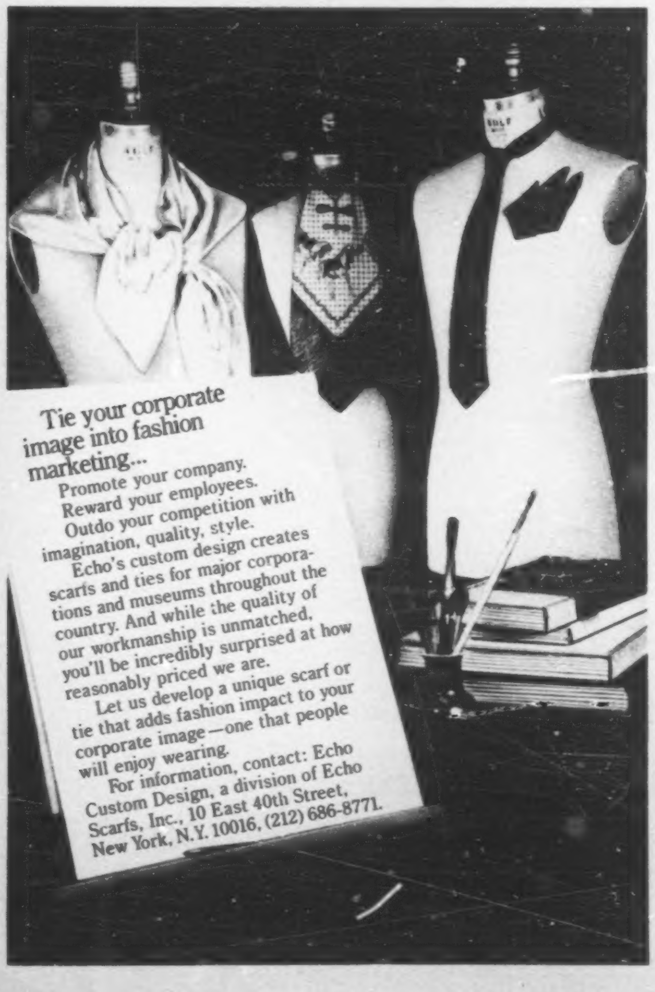

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Maxwell Arnold, Jackson & Smyth, San Francisco, had estimated gross income of $600,000 in 1982 on billings of $4,000,000. In 1981, it had estimated gross income of $390,000 on billings of $2,600,000. No volume breakdown was provided for either year. Accounts gained: Galleria at Crocker Center, Napa National Bank, Pinata Mexican Foods, River City Brewing Co., Torres Wines, United Grocers. Lost: R. Dakin & Co., Atlas Savings & Loan, Essex Castle. Billings breakdown: Newspapers 10%, magazines 25%, radio 10%, spot tv 55%. Employes: 13. Top execs: Maxwell Arnold, president; Joseph Jackson, partner; Jeannine Smyth, partner.

Phone: (415) 391-8425.

Artim Advertising, Trenton, N.J., reported gross income of $14,090 in 1982 on billings of $70,711. In 1981, it reported gross income of $10,261 on billings of $68,632. Volume in 1982 consisted of $15,961 in media and $54,750 in capitalized fees. In 1981, volume consisted of $4,614 in media, $13,381 in materials and services and $50,637 in capitalized fees. Billings breakdown: Business newspapers 100%. Employes: 1. Top exec: John Artim, president.

Phone: (609) 587-3762.

Ashby & Associates, Cleveland, had an estimated gross income of $7265,000 in 1982, on billings of $5,156,070. In 1981, its estimated gross income was $760,000 on billings of $5,119,453. Volume was not provided for either year. Billings and income include a subsidiary, B/P Associates. Accounts gained: Anderson Separator Co., Clark Rubber Co., Hammer Wine Co., Thompson Aluminium Castings. Billings breakdown: Newspapers 15%, magazines 5%, supplements 5%, radio 5%, spot tv 5%, business papers 30%, farm publications 5%, point of sale 5%, direct mail 10%, other 15%. Employes: 19 in two offices. Top exec: John A. Ashby, president.

Phone: (216) 781-4464.

Austin Associates, Scottsdale, Ariz., reported gross income of $312,750 and net income of $30,000 in 1982 on billings of $3,976,512. In 1981, it reported gross income of $202,500 and net income of $35,000 on billings of $2,536,447. Volume in 1982 consisted of $1,700,300 in media, $51,100 in materials and services and $2,225,112 in capitalized fees. In 1981, volume consisted of $1,100,050 in media, $40,700 in materials and services and $1,395,697 in capitalized fees. Accounts gained: Computerland, Village Inn Pizza, Filling Station. Lost: Amoy Industries, Chatan Recordings, Multi Vue, Lamson Colleges. Billings breakdown: Newspapers 30%, magazines 10%, radio 7%, spot tv 40%, outdoor 2%, business papers 1%, direct mail 1%, other 9%. Employes: 9. Top exec: William E. Austin, president.

Phone: (602) 949-7160.

BB&W Advertising, Boise, Ida., reported gross income of $242,857 in 1982 on billings of $1,479,406. In 1981, it reported gross income of $217,099 on billings of $1,219,081. Volume in 1982 consisted of $455,437 in media, $212,230 in materials and services and $811,739 in capitalized fees. In 1981, volume consisted of $368,517 in media, $175,687 in materials and services and $674,877 in capitalized fees. Accounts gained: Kentucky Fried Chicken of Southwest Idaho, Kimberland Meadows Recreational Development, Overland Park Shopping Center, M-G Restaurants. Lost: Sun Valley Health Institute. Billings breakdown: Newspapers 30%, supplements 1%, radio 15%, spot tv 40%, outdoor 8%, point of sale 1%, direct mail 2%, other 3%. Employes: 9. Top exec: Bruce M. Belcher, president.

Phone: (208) 343-2572.

Baer, Kemble & Spicer, Cincinnati, had estimated gross income of $975,000 in 1982 on billings of $6,500,000. It did not report figures for 1981. Volume in 1982 consisted of $6,500,000 in media. Billings breakdown: Newspapers 5%, magazines 10%, radio 7%, spot tv 8%, business papers 20%, other (collateral) 50%. Employes: 20. Top exec: K.R. Martiny, president.

Phone: (513) 281-7545.

Bailey Orner Makstaller, Cincinnati, reported gross income of $411,900 and net income of $62,900 in 1982 on billings of $2,070,700. In 1981, it reported gross income of $575,000 and net income of $10,200 on billings of $2,732,000. Volume in 1982 consisted of $561,400 in media, $442,100 in materials and services and $1,067,200 in capitalized fees. In 1981, volume consisted of $810,000 in media, $498,600 in materials and services and $1,423,400 in capitalized fees. Accounts gained: Cincinnati Milacron electronic circuit materials division; Robbins Inc. Lost: None. Billings breakdown: Newspapers 9%, radio 14%, business papers 38%, direct mail 2%, other 37%. Employes: 11. Top execs: John Tepe (president), Tom Westerkamp, George Hensler, all owners.

Phone: (513) 281-1338.

Perry Ballard Advertising, St. Joseph, Mich., reported gross income of $355,347 in 1982 on billings of $2,484,945. In 1981, it reported gross income of $242,577 on billings of $1,592,564. Volume in 1982 consisted of $157,155 in media, $109,408 in materials and services and $2,218,380 in capitalized fees. In 1981, volume consisted of $112,542 in media, $94,214 in materials and services and $1,385,808 in capitalized fees. Accounts gained: Wolverine Mutual Insurance Co., MODAR, State Tool & Manufacturing, Pilgrim Farms, Highlight Industries. Lost: Peden EXCEL pest control, Alpha Resources. Billings breakdown: Newspapers 30%, magazines 40%, outdoor 15%, business papers 10%, direct mail 5%. Employes: 13. Top exec: Perry Ballard, president and chairman.

Phone: (616) 983-0611.

Ballotta, Napurano & Co., Springfield, N.J., reported gross income of $756,000 in 1982, on billings of $4,936,000. In 1981, it reported gross income of $488,300 and net income of $79,600 on billings of $3,869,000. Volume in 1982 consisted of $2,900,000 in media and $2,036,000 in materials and services. In 1981, volume consisted of $2,417,000 in media, $1,371,960 in materials and services and $80,040 in capitalized fees. Accounts gained: Mercedes-Benz Manhattan, Zip-Call Inc., Roots Inc., Metromedia Telecommunications Group, Vera Imported Parts. Lost: Carbon-Ferroz. Billings breakdown: Newspapers 5%, magazines 55%, radio 25%, spot tv 5%, direct mail 10%. Employes: 16. Top execs: Robert Ballotta, president; Joseph Napurano, executive vp.

Phone: (201) 379-6016.

Baranski & Associates, Topeka, Kan., is estimated to have had gross income of $154,000 in 1982 on billings of $1,028,950. Its gross income in 1981 was estimated at $110,000 on billings of $723,820. The agency's 1982 volume consisted of $440,000 in media, $22,000 in materials and services and $566,950 in capitalized fees. Its 1981 U.S. volume consisted of $380,000 in media, $37,000 in materials and services and $306,820 in capitalized fees. It reported no account gains or losses. Billings breakdown: Newspapers 10%, magazines 10%, radio 25%, spot tv 40%, outdoor 2%, business papers 2%, farm publications 1%, direct mail 10%. The agency has 5 employes. Top exec: Dennis A. Baranski, president.

Phone: (913) 233-9716.

Bates & Fawcett, Darien, Conn., had estimated gross income of $180,000 in 1982 on billings of $1,201,062. It did not report figures for 1981. Volume in 1982 consisted of $854,900 in media, $88,700 in materials and services and $257,462 in capitalized fees. Billings breakdown: Business papers 79%, direct mail 13%, other 8%. Employes: 5. Top execs: Roger K. Fawcett, chairman; Michael S. Ziegler, president.

Phone: (203) 655-8767.

Keith Bates & Associates, Chicago, reported gross income of $250,583 in 1982 on billings of $2,377,540. In 1981, it reported gross income of $174,692 on billings of $1,527,343. Volume in 1982 consisted of $261,967 in media, $444,177 in materials and services and $1,671,395 in capitalized fees. In 1981, volume consisted of $142,207 in media, $219,934 in materials and services and $1,165,202 in capitalized fees. Accounts gained: Ferox Microsystems, Ken Orr & Associates, Black Ink software, Boeing Computer Services, PSC Inc., Vertical Marketing, Adventure Safaris, Wallace Computer Services. Lost: Standard Software Corp. Billings breakdown: Newspapers 1%, magazines 4%, radio 2%, business papers 50%, farm publications 1%, point of sale 2%, direct mail 10%, other 30%. Employes: 7. Top exec: Keith Bates, president.

Phone: (312) 263-5820.

Wm. L. Baxter Advertising, Minneapolis, reported gross income of $724,093 in 1982 on billings of $6,743,028. In 1981, it reported gross income of $731,978 on billings of $6,181,227. Volume in 1982 consisted of $3,735,995 in media, $1,115,541 in materials and services and $1,891,492 in capitalized fees. In 1981, volume consisted of $3,467,866 in media, $1,275,536 in materials and services and $1,437,825 in capitalized fees. Accounts gained: International Medical, Northern Laboratories, Raymond Industries, Red Wing International. Lost: Swine Service Specialists, Tobin-Arp Mfg. Co., Agri Pharm, International Multifoods Tevco division. Billings breakdown: Newspapers 3%, magazines 31%, radio 8%, spot tv 22%, outdoor 1%, business papers 5%, farm publications 25%, point of sale 3%, direct mail 2%. Employes: 24. Top execs: Wm. L. Baxter, president.

Phone: (612) 338-8495.

Bear Advertising, Hollywood, Cal., had estimated gross income of $450,000 in 1982 on billings of $3,000,000. It did not break out its 1982 volume and did not report its 1981 figures. Billings breakdown: Magazines 50%, business papers 10%, other 40%. Employes: 12 in two offices. Top exec: Richard R. Bear, president.

Phone: (213) 466-6464.

Fred R. Becker Advertising Agency, Louisville, Ky., reported gross income of $173,135 in 1982 on billings of $1,114,406. In 1981, it reported gross income of $200,989 on billings of $1,267,772. Volume in 1982 consisted of $903,464 in media, $133,367 in materials and services and $77,575 in capitalized fees. In 1981, volume consisted of $1,088,219 in media, $155,801 in materials and services and $1,267,772 in capitalized fees. Accounts gained: Little King Minature Horse Farm, Henderman Management. Billings breakdown: Newspapers 18%, magazines 8%, radio 13%, spot tv 58%, outdoor 2%, transit advertising 1%. Employes: 9. Top exec: Fred R. Baker, president.

Phone: (502) 451-5864.

Bedell Inc., Fort Smith, Ark., reported gross income of $735,145 and net income of $43,149 in 1982 on billings of $4,849,069. In 1981, it reported gross income of $609,111 and net income of $22,381 on billings of $4,075,000. Volume in 1982 consisted of $1,636,776 in media, $348,142 in materials and services and $2,864,151 in capitalized fees. In 1981, volume consisted of $1,360,400 in media,

$295,600 in materials and services and $2,419,000 in capitalized fees. Accounts gained: Fort Smith First Federal Savings & Loan, Greenwood First Savings & Loan, Arrow Oil Tools, Sheraton Skyline East. Lost: Merchants National Bank. Billings breakdown: Newspapers 17%, magazines 3%, radio 10%, spot tv 44%, outdoor 4%, farm publications 1%, point of sale 3%, direct mail 1%, other 17%. Employes: 22 in three offices. Top exec: Conaly Bedell, president.

Phone: (501) 782-8261.

Behrends & Co., High Point, N.C., reported gross income of $952,001 in 1982 on billings of $6,071,791. In 1981, it reported gross income of $1,149,250 on billings of $7,739,060. Volume in 1982 consisted of $1,036,888 in media, $817,769 in materials and services and $4,217,134 in capitalized fees. In 1981, volume consisted of $1,500,000 in media, $1,450,000 in materials and services and $4,789,060 in capitalized fees. Accounts gained: R.J. Reynolds (special projects), CB&F. Billings breakdown: Newspapers 5%, magazines 5%, radio 5%, spot tv 75%, outdoor 2%, point of sale 8%. Employes: 39. Top execs: Richard D. Behrends, president-chairman; Lawrence W. Lathrop, exec vp.

Phone: (919) 882-4151.

Benefield, Levinger & Associates, Santa Rosa, Cal., reported gross income of $192,578 in 1982 on billings of $1,314,104. In 1981, it reported gross income of $213,309 on billings of $1,411,358. Volume in 1982 consisted of $584,979 in media, $159,360 in materials and services and $569,765 in capitalized fees. In 1981, volume consisted of $561,423 in media, $194,696 in materials and services and $655,239 in capitalized fees. Accounts gained: American City Bank. Lost: Cal-Wood Door, Clausen for Congress Committee, Hammer Machinery, Josef Maximilian. Billings breakdown: Newspapers 33%, magazines 9%, radio 9%, outdoor 7%, business papers 42%. Employes: 4. Top exec: James R. Benefield, president.

Phone: (707) 542-6572.

J.C. Benson & Associates, Rockford, Ill., reported gross income of $156,660 in 1982 on billings of $1,261,773. Volume in 1982 consisted of $86,750 in media, $195,200 in materials and services and $979,823 in capitalized fees. Accounts gained: Wells-Engberg Co., DASCO Products, Wales-Beech Corp. Lost: White-Sundstrand Machine Tool. Billings breakdown: Newspapers 5%, business papers 15%, direct mail 50%, other 30%. Employes: 4. Top exec: James C. Benson, president.

Phone: (815) 963-5373.

Bernard & Co., Arlington Heights, Ill., reported gross income of $280,227 in 1982 on billings of $1,868,601. In 1981, it reported gross income of $271,718 on billings of $1,213,844. Volume in 1982 consisted of $801,123 in media, $223,837 in materials and services and $843,641 in capitalized fees. In 1981, volume consisted of $664,539 in media, $191,207 in materials and services and $956,184 in capitalized fees. Accounts gained: Cancarb Ltd., Colt Industries, Fairbanks-Morse engine division, G.S. Blakeslee & Co. Biliings breakdown: Newspapers 5%, business papers 55%, point of sale 5%, other 35%. Employes: 8. Top execs: Fred Bernard, chairman, Tim Daro, president.

Phone: (312) 593-8131.

Andrew Bertucci Associates, Bristol, Pa., reported gross income of $297,500 in 1982 on billings of $1,927,500. In 1981, it reported gross income of $274,000 on billings of $1,732,520. Volume in 1982 consisted of $95,000 in media, $165,000 in materials and services and $1,667,500 in capitalized fees. In 1981, volume consisted of $70,000 in media, $165,000 in materials and services and $1,567,450 in capitalized fees. Accounts gained: Theurer Inc., Batz Corp., Butterfly Originals, Barker & Williamson, SSP Chemicals, Corrugated Concepts. Lost: QID Inc. Billings breakdown: Newspapers 1%, magazines 3%, radio 2%, business papers 49%, point of sale 4%, direct mail 34%, other 7%. Employes: 7. Top execs: Andrew Bertucci, president; Nancy Maren, exec vp.

Phone: (215) 785-1920.

Bitton Advertising, Idaho Falls, Ida. reported gross income of $270,415 in 1982 on billings of $708,644. In 1981, it reported gross income of $426,919 on billings of $549,071. Volume in 1982 consisted of $94,468 in media, $140,434 in materials and services and $236,871 in capitalized fees. In 1981, volume consisted of $295,449 in media, $109,924 in materials and services and $143,698 in capitalized fees. Accounts gained: Tour Rider, Idaho Supreme. Billings breakdown: Newspapers 10%, magazines 10%, radio 8%, spot tv 5%, outdoor 5%, farm publications 5%, direct mail 57%. Employes: 4. Top execs: Dennis Bitton, Joann Hampton.

Phone: (208) 523-7300.

Black & Musen, East Longmeadow, Mass., reported gross income of $220,000 and net income of $33,500 in 1982 on billings of $1,315,000. In 1981, it reported gross income of $205,000 and net income of $13,700 on billings of $1,211,000. Volume in 1982 consisted of $820,000 in media, $108,000 in materials and services and $387,000 in capitalized fees. In 1981, volume consisted of $690,000 in media, $114,000 in materials and services and $407,000 in capitalized fees. Accounts gained: Saex Insurance Group, Haberman Insurance, Country Club Soda. Lost: Moder School Supplies. Billings breakdown: Newspapers 7%, magazines 25%, radio 10%, spot tv 15%, business papers 30%, direct mail 5%, other 8%. Employes: 6. Top execs: Arthur Musen, president; Merle Black, treasurer.

Phone: (413) 567-0361.

Blair Advertising, Rochester, N.Y., reported gross income of $845,523 in 1982 on billings of $5,636,820. In 1981, it reported gross income of $1,264,393 on billings of $8,429,288. Volume in 1982 consisted of $2,821,192 in media, $2,156,898 in materials and services and $658,730 in capitalized fees. In 1981, volume consisted of $5,220,890 in media, $2,218,630 in materials and services and $989,768 in capitalized fees. Accounts gained: Niagara Mohawk, Sybron, Gunlocke, Bausch & Lomb consumer products international. Lost: Omega Watch, Lapp Insulator. Billings breakdown: Newspapers 10%, magazines 25%, supplements 1%, radio 20%, network tv 1%, spot tv 20%, cable tv 1%, business papers 20%, farm publications 1%, direct mail 1%. Employes: 17. Top execs: Albert A. Goldberg, chairman; Edwin A. Merkel Jr., president.

Phone: (716) 473-0440.

Blanchard & Associates, Minneapolis, reported gross income of $362,913 in 1982 on billings of $2,318,310. In

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1981, it reported gross income of $296,495 on billings of $1,915,946. Volume in 1982 consisted of $1,316,443 in media, $332,540 in materials and services and $669,327 in capitalized fees. In 1981, volume consisted of $944,866 in media, $290,746 in materials and services and $680,334 in capitalized fees. Billings breakdown: Newspapers 15%, magazines 38%, radio 23%, spot tv 9%, business papers 4%, other 11%. Employes: 7. Top execs: Ernest C. Blanchard, president.

Phone: (612) 332-1557.

Bloom & Gelb, New York, reported gross income of $881,719 in 1982 on billings of $5,881,065. In 1981, it reported gross income of $787,884 on billings of $5,255,186. The company did not break out volume in 1982 or 1981. Accounts gained: *Institutional Investor, Celebrity Digest, Silver & Gold Report, Venture*, Carnegie Institute. Lost: *TV Watch*, First City Safe Deposit Co. Billings breakdown: Newspapers 15%, magazines 20%, radio 5%, spot tv 5%, direct mail 55%. Employes: 17. Top execs: Carl Bloom, president; Pete Gelb, exec vp.

Phone: (212) 286-0170.

Blumenthal/Herman Advertising, Blue Bell, Pa., reported gross income of $243,503 in 1982 on billings of $1,623,666. In 1981, it reported gross income of $230,048 on billings of $1,534,022. Volume in 1982 consisted of $1,007,139 in media and $616,527 in capitalized fees. In 1981, volume consisted of $793,838 in media and $740,184 in capitalized fees. Accounts gained: J.P. Nissen Co., H. Royer Smith Co., Automated Systems & Services. Billings breakdown: Newspapers 10%, magazines 20%, radio 10%, spot tv 25%, outdoor 5%, business papers 20%, other 10%. Employes: 8. Top execs: Stephen Blumenthal, president; Justin Herman, secretary-treasurer.

Phone: (215) 628-3050.

Boelter & Lincoln Advertising, Wauwatosa, Wis., reported gross income of $471,036 in 1982 on billings of $3,141,810. In 1981, it reported gross income of $370,815 on billings of $2,473,346. Figures include income from a subsidiary, Upton, Boelter & Lincoln. Accounts gained: Great American Savings, Graber Industries, Nortridge Software. Lost: The Mall at CherryVale, West Towne Mall (resigned), State Bank of Freeport (resigned). Billings breakdown: Newspapers 15%, magazines 10%, radio 15%, spot tv 30%, outdoor 2%, business papers 5%, direct mail 15%, other 8%. Employes: 16 in two offices. Top execs: Robert Boelter, president, John Lincoln, exec vp.

Phone: (608) 251-3381, (414) 257-1070.

Bonfield & Associates, San Francisco, reported gross income of $680,000 in 1982 on billings of $4,201,000. The agency did not report data for 1981. Volume in 1982 consisted of $1,200,000 in media, $1,000,000 in materials and services and $2,001,000 in capitalized fees. Accounts gained: General Instruments, optoelectronics division, Tower Systems. Lost: Ellis Computing. Billings breakdown: Newspapers 5%, business papers 90%, direct mail 5%. Employes: 12. Top exec: Alfred E. Young Jr., president

Phone: (415) 777-5577.

Bonsib Inc., Fort Wayne, Ind., reported gross income of $989,502 in 1982, on billings of $6,599,978. In 1981, it reported gross income of $831,595 on billings of $5,546,735. Volume was not reported for either year. Accounts gained: American Steel, Auburn Gear, Caylor-Nickel Medical Center, Diehl Machines, Dinner Bell Foods-restaurant division, Hardware Wholesalers, Jim Kelley Buick, Parkview Memorial Hospital. Lost: Manco Products, Four-Star Agricultural Products. Billings breakdown: Newspapers 8%, magazines 15%, supplements 4%, radio 10%, spot tv 15%, outdoor 3%, business papers 26%, farm publications 6%, point of sale 3%, direct mail 8%, other 2%. Employes: 17 in three offices. Top execs: Richard E. Bonsib, chairman and president; Gretchen A. Bonsib, secretary and treasurer.

Phone: (219) 422-4661.

Earle Bower Associates, New York, reported gross income of $322,500 and $38,700 in net income in 1982 on billings of $2,328,000. In 1981, it reported gross income of $301,000 and net income of $36,900 on billings of $2,070,240. Volume in 1982 consisted of $1,375,000 in media, $306,000 in materials and services and $647,000 in capitalized fees. In 1981, volume consisted of $1,300,000 in media, $290,000 in materials and services and $480,240 in capitalized fees. Accounts gained: IT&T and Koni America. Billings breakdown: Newspapers 5%, magazines 40%, radio 5%, spot tv 15%, cable tv 25%, other 10%. Employes: 6. Top exec: Earle Bower, president.

Phone: (212) 682-3920.

Bowes/Hanlon Advertising, Atlanta, reported gross income of $779,435 and net income of $75,873 in 1982 on billings of $5,198,807. In 1981, it reported gross income of $754,804 and net income of $57,342 on billings of $5,083,687. Volume in 1982 consisted of $868,080 in media, $903,613 in materials and services and $3,427,114 in capitalized fees. In 1981, volume consisted of $1,158,099 in media, $1,215,000 in materials and services and $2,710,588 in capitalized fees. Accounts gained: Ciba Vision Care, Food Giant. Lost: Insac Software, National Convenience Stores, Pizzeria Uno/Atlanta. Billings breakdown: Newspapers 15%, magazines 10%, radio 15%, spot tv 30%, business papers 20%, point of sale 8%, direct mail 2%. Employes: 13. Top execs: Kenneth Bowes, president; George Hanlon, exec vp.

Phone: (404) 261-1900.

Bradley, Dimmock & Hungerford, New York, reported gross income of $546,268 and net income of $63,384 in 1982 on billings of $3,798,059. In 1981, it reported gross income of $253,298 and net income of $15,380 on billings of $1,807,230. Volume in 1982 consisted of $509,974 in media, $706,462 in materials and services and $2,581,623 in capitalized fees. In 1981, volume consisted of $235,848 in media, $274,400 in materials and services and $1,296,981 in capitalized fees. Accounts gained: *Changing Times, Metropolitan Home*. Billings breakdown: Newspapers 25%, magazines 25%, supplements 20%, spot tv 15%, direct mail 15%. Employes: 6. Top execs: Samuel Bradley, chairman; David Dimmock, president; Robert Hungerford, exec vp-creative director; David Williams, senior vp-media director.

Phone: (212) 697-6780.

Brand & Gerber & Schick, Cleveland, reported gross income of $839,568 in 1982 on billings of $7,306,530. In 1981, it reported gross income of $703,853 on billings of $6,114,571. Volume in 1982 consisted of $1,072,014 in media, $699,034 in materials and services and $5,535,482 in capitalized fees. In 1981, volume consisted of $851,213 in media, $418,254 in materials and services and $4,845,104 in capitalized fees. Accounts gained: Leaseway Transportation Corp. (Leaseway Express), Meister Gram, Great Lakes Photojournal, Stalwart Rubber. Lost: Ceilcote Co., Devilbiss healthcare division. Billings breakdown: Newspapers 15%, magazines 60%, radio 5%, spot tv 4%, business papers 9%, farm publications 1%, transit advertising 1%, direct mail 5%. Employes: 22. Top execs: David R. Brand, president; John H. Gerber, exec vp.

Phone: (216) 696-4550.

Brandt-Stewart, Minneapolis, had estimated gross income of $900,000 in 1982 on billings of $6,000,000. In 1981, it had estimated gross income of $825,000 on billings of $5,500,000. Volume in 1982 consisted of $3,500,000 in media, $200,000 in materials and services and $2,300,000 in capitalized fees. In 1981, volume consisted of $3,000,000 in media, $200,000 in materials and services and $2,300,000 in capitalized fees. Accounts gained: Holiday, Hartford Insurance Co., SunLife. Lost: KS95-FM, Powers, Registry Hotel. Billings breakdown: Newspapers 10%, magazines 15%, supplements 2%, radio 13%, spot tv 35%, outdoor 5%, business papers 5%, transit advertising 5%, point-of-sale 5%, direct mail 3%, other 2%. Employes: 14. Top execs: Michael Brandt, Brian Stewart.

Phone: (612) 339-7614.

Brashe Advertising, Jericho, N.Y., had estimated gross income of $390,000 in 1982 on billings of $2,657,814. In 1981, it reported gross income of $366,521 on billings of $2,427,050. Volume in 1982 consisted of $1,014,065 in media, $43,150 in materials and services and $1,600,599 in capitalized fees. In 1981, volume consisted of $896,945 in media, $51,500 in materials and services and $1,478,605 in capitalized fees. Accounts gained: Mid-Island Department Stores, Lyons Furniture Gallery, Petroleum Heat & Power Co. Lost: New York Copy Products. Billings breakdown: Newspapers 62%, magazines 23%, radio 9%, spot tv 2%, business papers 1%, point of sale 2%, direct mail 1%. Employes: 9. Top exec: Harvey Cherkis, president.

Phone: (516) 935-5544.

Brigham/Scully, Los Angeles, reported gross income of $539,000 in 1982 on billings of $3,487,750. In 1981, it reported gross income of $288,000 on billings of $2,785,560. Volume in 1982 consisted of $2,465,000 in media, $455,800 in materials and services and $566,950 in capitalized fees. In 1981, volume consisted of $1,968,000 in media, $364,000 in materials and services and $453,560 in capitalized fees. Accounts gained: National O-Rings division of Federal-Mogul, Wiggins division of Transamerica Delaval, Ryan-McFarland. Lost: Javelin Electronics, Parco, McKie Mfgrs. Billings breakdown: Newspapers 10%, magazines 3%, business papers 70%, direct mail 2%, other 15%. Employes: 7. Top exec: Thomas G. Brigham, president.

Phone: (213) 550-7145.

Brooks-Pollard Co., Little Rock, Ark., had estimated gross income of $140,000 in 1982 on billings of $960,000. In 1981, it had an estimated gross income of $115,000 on billings of $791,330. No volume breakdown was given for either year. Accounts gained: Riceland Foods, Banquet Foods. Lost: Anderson Clayton Foods. Billings breakdown: Magazines 75%, radio 10%, network tv 15%. Employes: 18. Top execs: Hugh Pollard, president; Al Pollard, chairman.

Phone: (501) 375-5561.

Brown Advertising, Somerset, N.J., reported gross income of $158,605 and net income of $36,425 in 1982 on billings of $1,040,800. In 1981, it reported gross income of $143,330 and net income of $29,550 on billings of $985,000. Volume in 1982 consisted of $480,800 in media, $310,000 in materials and services and $250,000 in capitalized fees. In 1981, volume consisted of $440,000 in media, $295,000 in materials and services and $250,000 in capitalized fees. Accounts gained: Video Marketing, Survival Technology, Andersen Laboratories, Georgia-Pacific Corp. plastics division, Concord Shear Corp., Lutz Appellate Printers, Stoller Co., Entec International Ltd. Lost: Davis Personnel, DCI Corp., KMS, Clausen Co. Billings breakdown: Newspapers 20%, magazines 20%, radio 5%, spot tv 5%, business papers 20%, point of sale 12%, direct mail 18%. Employes: 4 in two offices. Top execs: Bernard Brown, president; Mildred Brown, exec vp.

Phone: (201) 246-2550.

Brown & Koby, Houston, reported gross income of $979,616 in 1982 and net income of $77,494 on billings of $6,534,039. In 1981, it reported gross income of $549,073 and net income of $8,535 on billings of $3,662,317. Volume in 1982 consisted of $1,183,316 in media, $1,446,275 in materials and services and $3,904,448 in capitalized fees. In 1981, volume consisted of $796,472 in media, $973,465 in materials and services and $1,892,380 in capitalized fees. Accounts gained: Anderson, Greenwood & Co., D.R.C. Inc., Landel Inc., Coatings International, Fabricated Systems International, MGC Oil Tools, Command Aire, Polysonics Inc., Sunbelt Geophysical, U.S. Intec, Synko-Flex Products, Texas Electrical Wholesalers, Valves & Instruments Inc. Lost: Polly Pig by Knapp. Billings breakdown: Newspapers 8%, business papers 92%. Employes: 14. Top exec: Douglas H. Brown, president.

Phone: (713) 771-3855.

Buckheim & Rowland, Ann Arbor, Mich., reported gross income of $981,694 in 1982 on billings of $6,983,613. In 1981, it reported gross income of $966,299 on billings of $7,067,829. Volume in 1982 consisted of $1,720,911 in media, $684,834 in materials and services and $4,577,868 in capitalized fees. In 1981, volume consisted of $1,356,935 in media, $960,413 in materials and services and $4,750,481 in capitalized fees. Accounts gained: Ann Arbor Terminals, Applied Intelligent Systems, Ann Arbor Trust. Lost: Ann Arbor Bank & Trust, SAYCO Corp. Billings breakdown: Newspapers 3%, magazines 28%, radio 5%, spot tv 4%, outdoor 1%, direct mail 1%, other 58%. Employes: 24. Top execs: Richard A. Buckheim, president.

Phone: (313) 769-6771.

Burch Myers Cuttie, Chicago, reported gross income of $715,165 in 1982 on billings of $4,729,078. In 1981, it reported gross income of $651,766 on billings of $4,318,326. Volume in 1982 consisted of $911,441 in media, $229,144 in materials and services and $3,588,493 in capitalized fees. In 1981, volume consisted of $856,680 in media, $161,324 in materials and services and $3,300,322 in capitalized fees. Accounts gained: *Crain's Illinois Business*, Dynatech Microsoftware, Fifteen Hundred Club, Lake Shore National Bank, Pepsi-Cola Co. (promotions), Savin Corp. (direct marketing). Lost: Bell & Howell Video Systems, Idaho Frozen Foods, Cartan Travel, Monogram Models. Resigned: Sheraton Columbus Hotel. Billings breakdown: Newspapers 15%, magazines 12%, radio 20%, spot tv 20%, business papers 12%, transit advertising 2%, point of sale 4%, direct mail 15%. Employes: 11. Top execs: Ralph Burch, president, Roger Myers, exec vp-creative, Donald Cuttie, exec vp-client service, Jeff Ades, senior vp-marketing services, Tony Magee, senior vp-special marketing.

Phone: (312) 642-0940.

Burdette Advertising, Fort Myers, Fla., reported gross income of $300,224 in 1982 on billings of $2,256,630. In 1981, it reported gross income of $354,694 on billings of $2,427,868. Volume in 1982 consisted of $946,385 in media, $153,020 in materials and services and $1,157,225 in capitalized fees. In 1981, volume consisted of $859,799 in media, $262,063 in materials and services and $1,306,006 in capitalized fees. Accounts gained: Micro Works, General Counting Scales, Wilson Group/USA, Admiralty Yacht Club, Agricultural Management Services, Newton Realty. Lost: Ramar Group, Applied Solar Dynamics, Investment Properties Corp. Billings breakdown: Newspapers 30%, magazines 14%, radio 17%, spot tv 26%, cable tv 3%, outdoor 8%, other 2%. Employes: 11. Top exec: Robert C. Pace II, president.

Phone: (813) 482-2200.

Robert K. Butcher & Associates, Shreveport, La., had gross income of $437,000 and net income of $19,938 in 1982 on billings of $2,158,500. In 1981, it had gross income of $373,000 and net income of $7,244 on billings of $1,939,000. Volume in 1982 consisted of $870,900 in media, $580,600 in materials and services and $707,000 in capitalized fees. In 1981, volume consisted of $779,000 in media, $520,000 in materials and services and $640,000 in capitalized fees. Billings breakdown: Newspapers 40%, magazines 9%, radio 10%, spot tv 33%, other 8%. Employes: 15 in two offices. Top exec: Robert K. Butcher, president.

Phone: (318) 221-4113.

Butwin & Associates Advertising, St. Louis Park, Minn., had estimated gross income of $67,500 in 1982 on billings of $225,000. In 1981, it had estimated gross income of $66,000 on billings of $220,000. No volume breakdown was provided for either year. Accounts gained: Delta Glass Repair, Golden Prairie Foods, Hardee's Restaurants/North Central Food Sys-

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tems, Seeing Is Believing, Level II-Fairview Hospital. Lost: Meat & Seafood Market. Billings breakdown: Newspapers 20%, magazines 5%, radio 20%, spot tv 10%, outdoor 10%, business papers 10%, point-of-sale 15%, direct mail 10%. Employes: 4. Top exec: Ronald Butwin, president.
Phone: (612) 929-8525.

Buzzard Inc., Cambridge, Mass., had gross income of $261,000 in 1982 on billings of $1,709,000. In 1981, it had gross income of $251,000 on billings of $1,638,000. Volume in 1982 consisted of $622,000 in media, $193,000 in materials and services and $894,000 in capitalized fees. In 1981, volume consisted of $561,000 in media, $203,000 in materials and services and $874,000 in capitalized fees. Accounts gained: Para Research, Photochemical Research Associates, Alden Electronics, Morgan Yacht, Jarrell-Ash division of Fisher Scientific, Doyle Sailmakers. Lost: Schaefer Marine, Tartan Yachts, Nauticat Inc., Saltwater Sportsman. Billings breakdown: Newspapers 5%, magazines 60%, business papers 20%, point of sale 5%, direct mail 5%, other 5%. Employes: 6. Top exec: Donald Brewster, president.
Phone: (617) 661-8318.

CRE Inc., Brazil, Ind., had estimated gross income of $457,556 in 1982 on billings of $3,441,436. In 1981, it had an estimated gross income of $433,965 on billings of $3,549,615. Volume in 1982 consisted of $371,772 in media, $318,409 in materials and services and $2,751,255 in capitalized fees. In 1981, volume consisted of $461,459 in media, $272,237 in materials and services and $2,812,909 in capitalized fees. Accounts gained: Hugh J. Baker & Co., Bemis Co., Four Star Agricultural Services, Occupational Development Centers, Superior Equipment Co., Mutual Federal Savings, Nisus Corp., D.R. Sperry, National Greenhouse, Statewide Staff Development Institute. Lost: Terre Haute Savings Bank, Dean Brothers Pumps, Shivvers Corp., First Bank of Michigan City. Billings breakdown: Newspapers 1%, magazines 53%, radio 11%, spot tv 5%, outdoor 4%, farm publications 21%, point of sale 1%, direct mail 4%. Employes: 20. Top execs: Michael L. Brooks, president; Leslie L. Boyle, exec vp.
Phone: (812) 448-2525.

CTS Associates, Detroit, had estimated gross income of $97,000 in 1982 on billings of $648,400. In 1981, it had estimated gross income of $45,000 on billings of $420,000. Volume in 1982 consisted of $460,000 in media, $55,000 in materials and services and $133,400 in capitalized fees. In 1981, volume consisted of $250,000 in media, $50,000 in materials and services and $120,000 in capitalized fees. Accounts gained: Michigan Car Wash Assn., Compute Distributors, Cook Electric. Lost: Cook Electric. Billings breakdown: Newspapers 25%, magazines 5%, radio 55%, spot tv 5%, business papers 2%, direct mail 2%, other 6%. Employes: 5. Top execs: C.T. Scholl, president; Muriel Scholl, exec vp.
Phone: (313) 965-0575.

Campbell, Scholl & Johnson, Hinsdale, Ill., had an estimated gross income of $150,000 in 1982 on billings of $1,000,000. In 1981, it reported gross income of $180,000 on billings of $1,200,000. Volume in 1982 consisted of $500,000 in media and $500,000 in materials and services. Volume was not reported for 1981. No accounts were gained or lost in 1982. Billings breakdown: Newspapers 5%, magazines 20%, radio 15%, business papers 30%, transit advertising 5%, direct mail 25%. Employes: 12. Top execs: Lynn H. Campbell, chairman and John P. Scholl, president.
Phone: (312) 654-3226.

Cantin Hautau Elliott, New York, had gross income of $532,000 in 1982 on billings of $3,547,000. In 1981, it had gross income of $353,350 on billings of $2,562,820. Volume in 1982 consisted of $2,100,000 in media, $240,000 in materials and services and $1,207,000 in capitalized fees. In 1981, volume consisted of $1,400,000 in media, $189,000 in materials and services and $973,820 in capitalized fees. Account gained: Barter Systems International. Billings breakdown: Newspapers 20%, magazines 25%, radio 20%, spot tv 20%, business papers 5%, point of sale 10%. Employes: 19. Top execs: Don Cantin, president; Don Elliott, chairman; Fred Hautau, creative director.
Phone: (212) 696-5500.

Jack Cantwell Inc., Englewood Cliffs, N.J., reported gross income of $753,787 in 1982 on billings of $5,017,000. In 1981, it reported gross income of $773,765 on billings of $5,125,000. Volume in 1982 consisted of $950,700 in media, $58,000 in materials and services and $4,008,300 in capitalized fees. In 1981, volume consisted of $1,789,300 in media, $198,000 in materials and services and $3,137,700 in capitalized fees. Billings breakdown: Magazines 50%, network tv 50%. Employes: 6. Top execs: Jack Cantwell, president-ceo; John Brooks, chairman.
Phone: (201) 568-7023.

Cappiello & Chabrowe, New York, reported gross income of $730,000 in 1982 on billings of $4,870,000. In 1981, it reported gross income of $725,000 on billings of $4,800,000. The agency did not break out its 1982 or 1981 volume. Accounts gained: Entran Devices, Witco Chemical Corp. Richardson Graphics Division. Billings breakdown: Newspapers 10%, magazines 84%, radio 5%, cable tv 1%. Employes: 16. Top execs: Tony Cappiello, chairman; Terry Chabrowe, president.
Phone: (212) 489-5272.

Carter Advertising, Shreveport, La., reported gross income of $419,968 in 1982 on billings of $2,418,273. In 1981, it reported gross income of $235,137 on billings of $1,736,988. Volume in 1982 consisted of $1,052,036 in media, $373,599 in materials and services and $992,638 in capitalized fees. In 1981, volume consisted of $816,001 in media, $159,000 in materials and services and $761,987 in capitalized fees. Figures for subsidiary, Corporate Communications Inc., are not included. Accounts gained: First National Bank of Shreveport, Brookshires Bakeries, Farmers Bank & Trust of Magnolia, Upper Crust Corp., York Pump & Equipment, Trio Energy. Billings breakdown: Newspapers 8.8%, magazines 34.2%, radio 13.2%, spot tv 33.6%, outdoor 7.6%, direct mail 1.9%, other 0.7%. Employes: 18 in two offices. Top execs: William B. Carter, president-ceo; Judy O. Williams, president of Corporate Communications.
Phone: (318) 227-1920.

Century Advertising, Kannapolis, N.C., reported gross income of $97,500 in 1982 on billings of $650,000. In 1981, it reported gross income of $63,000 on billings of $600,000. The agency did not provide volume breakouts for 1982 or 1981. Billings breakdown: Newspapers 65%, magazines 10%, spot tv 25%. Employes: 3. Top exec: Richard B. Shoff, president.
Phone: (704) 633-6313.

Charnas Inc., Manchester, Conn., had gross income of $271,965 in 1982 on billings of $1,813,351. In 1981, it had gross income of $166,590 on billings of $1,110,788. Volume in 1982 consisted of $652,164 in media, $652,813 in materials and services and $508,374 in capitalized fees. In 1981, volume consisted of $194,086 in media, $534,831 in materials and services and $381,871 in capitalized fees. Accounts gained: Wheaton Fine Glass, Bic special market division, Grandma Wheaton. Billings breakdown: Newspapers 5%, magazines 25%, radio 5%, network tv 10%, spot tv 5%, business papers 25%, point of sale 15%, direct mail 10%. Employes: 40. Top exec:

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Chrystal Direct Marketing Group, Arlington Heights, Ill., reported gross income of $155,459 in 1982, its first complete year of business, on billings of $1,004,310. Volume in 1982 consisted of $59,350 in media, $183,746 in materials and services and $761,214 in capitalized fees. Accounts gained: Motorola Communications Electronics, Body in Motion. Lost: Continental Communications. Billings breakdown: Newspapers 15%, magazines 30%, supplements 15%, business papers 5%, transit advertising 5%, direct mail 30%. Employes: 3. Top exec: Gail M. Chrystal, president.
Phone: (312) 398-5560.

Clark Direct Marketing, New York, reported gross income of $540,500 and net income of $65,000 in 1982 on billings of $2,710,280. In 1981, when the company was known as the Fidler Group, it did not report results. Volume in 1982 consisted of $850,000 in media, $1,300,000 in materials and services and $560,280 in capitalized fees. Accounts gained: Management Technology, *Woman's Day*, Time-Life Books, *Video Review*, *50-Plus*, *Success*, Warner-Amex, Scholastic Inc. Billings breakdown: Newspapers 5%, magazines 5%, network tv 2%, spot tv 13%, cable tv 5%, direct mail 60%, other 10%. Employes: 14. Top exec: Junius Clark III, president.
Phone: (212) 661-9230.

George P. Clarke Advertising, New York, reported gross income of $939,471 in 1982 on billings of $6,269,800. In 1981, it reported gross income of $704,632 on billings of $4,711,867. Volume in 1982 consisted of $2,855,293 in media, $315,732 in materials and services and $3,098,775 in capitalized fees. In 1981, volume consisted of $2,439,661 in media, $253,864 in materials and services and $2,018,342 in capitalized fees. Accounts gained: Derma Science Laboratory, George B. Gibbons & Co., Union Carbide Corp., First Wisconsin National Bank of Milwaukee, Syndicate Magazines. Lost: Ackrad Laboratories. Billings breakdown: Newspapers 25%, magazines 15%, radio 5%, spot tv 10%, business papers 15%, other (public relations, collateral) 30%. Employes: 16. Top exec: George P. Clarke, president.
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Cleveland/Lyman & Associates Advertising Agency, Seattle, reported gross income of $497,550 and net income of $65,500 in 1982 on billings of $2,637,819. It did not report figures for 1981. Volume in 1982 consisted of $1,703,447 in media, $527,222 in materials and services and $407,150 in capitalized fees. The agency has one subsidiary, Toucan Communications. Accounts gained: Washington Fryer Commission, Twentieth Century-Fox, Meteor Communications, Lyons Apparel. Lost: Meteor Communications. Billings breakdown: Newspapers 25%, magazines 12%, supplements 4%, radio 19%, spot tv 36%, outdoor 1%, transit advertising 1%, point-of-sale 0.5%, direct mail 1%, other 0.5%. Employes: 10. Top exec: Robert M. Cleveland.
Phone: (206) 624-2710.

Ray Coen Co., Santa Monica, Cal., reported gross income of $145,000 for 10 months of 1982, its first year in business, on billings of $1,100,000. Volume consisted of $500,000 in media, $200,000 in materials and services and $400,000 in capitalized fees. Accounts gained: Vagabond Hotels, Beverly Heritage Hotel, Imperial Bank real estate division, Alpha-Merics Corp., Quality Home Insulation Co., Campeau Corp. California. Billings breakdown: Newspapers 20%, magazines 35%, outdoor 10%, business papers 20%, point of sale 5%, direct mail 10%. Employes: 5. Top exec: Raymond L. Coen, president.
Phone: (213) 453-5421.

Cogent Inc., San Francisco, reported gross income of $100,540 and net income of $42,004 in 1982 on billings of $843,844. It did not report figures for 1981. Volume in 1982 consisted of $196,362 in media, $159,372 in materials and services and $488,110 in capitalized fees. Accounts gained: Craig Systems, Storage Technology Corp. Billings breakdown: Newspapers 15%, magazines 15%, business papers 70%. Employes: 4. Top exec: Iain Woolward, president.
Phone: (415) 392-0679.

Cohan & Paul, Chicago, had estimated gross income of $570,000 in 1982 on billings of $3,816,000. In 1981, it had estimated gross income of $520,000 on billings of $3,472,000 Volume breakdown was not provided for either year. Accounts gained: Temple-Eastex, National Assn. of Realtors, Whiting Corp. Lost: Team Telephone. Billings breakdown: Business papers 40%, direct mail 20%, other 40%. Employes: 8. Top execs: George S. Cohan, president; Stanley G. Paul, exec vp.
Phone: (312) 641-7020.

Cole Henderson Drake, Atlanta, reported gross income of $918,878 in 1982 on billings of $5,672,084. In 1981, it reported gross income of $879,020 on billings of $5,493,878. Volume in 1982 consisted of $3,793,255 in media, $1,620,700 in materials and services and $258,129 in capitalized fees. In 1981, volume consisted of $3,767,907 in media, $1,502,286 in materials and services and $223,685 in capitalized fees. Accounts gained: Monarch Hotels, Uniflex Corp., Monarch Plaza Office Complex, Club Computer, Tucker Federal Savings & Loan. Lost: Omni International Hotels, Bank of the South, Porter Paint Co. Billings breakdown: Newspapers 4%, magazines 20%, radio 5%, network tv 16%, spot tv 8%, cable tv 12%, outdoor 3%, business papers 12%, transit advertising 1%, point of sale 2%, direct mail 8%, other 9%. Employes: 17. Top exec: John H. Drake, president.
Phone: (404) 237-0057.

Communicators Group, Brattleboro, Vt., reported gross income of $467,800 in 1982 on billings of $3,522,600. In 1981, it reported gross income of $349,900 on billings of $2,628,800. Volume in 1982 consisted of $1,253,100 in media, $561,300 in materials and services and $1,708,200 in capitalized fees. In 1981, volume consisted of $1,006,400 in media, $417,100 in materials and services and $1,205,300 in capitalized fees. Account gained: Appropriate Technology Corp. Billings breakdown: Newspapers 20%, magazines 24%, supplements 1%, radio 24%, spot tv 22%, outdoor 3%, business papers 6%. Employes: 14. Top exec: James E. Hormel, president.
Phone: (802) 257-4321.

Com/Tech Group, St. Petersburg, Fla., reported gross income of $282,624 and net income of $96,411 in 1982, on billings of $1,747,911. In 1981, it reported gross income of $278,247 and net income of $109,954 on billings of $1,734,969. Volume in 1982 consisted of $217,450 in media, $136,952 in materials and services and $1,393,509 in capitalized fees. In 1981, volume consisted of $243,364 in media, $120,700 in materials and services and $1,370,905 in capitalized fees. Billings breakdown: Business papers 42%, farm publications 1%, other 57%. Employes: 6. Top exec: Robert C. Pierson, president.
Phone: (813) 321-6500.

Concept Three Advertising, Davison, Mich., reported gross income of $43,500 and net income of $38,500 in 1982 on billings of $201,600. In 1981, it reported gross income of $36,500 on billings of $207,690. Volume in 1982 consisted of $135,000 in media, $52,600 in materials and services and $14,000 in capitalized fees. In 1981, volume consisted of $130,000 in media, $31,000 in materials and services and $46,690 in capitalized fees. Accounts gained: Executive Business Systems, Pacesetter Bank and Trust, Playcation Pool and Patio. Billings breakdown: Newspapers 5%, magazines 25%, radio 12%, spot tv 30%, outdoor 2%, point-of-sale 5%, direct mail 12%, other 9%. Employes: 3. Top exec: James R. Slater, president.
Phone: (313) 653-1002.

Connor-Sager Associates, North Aurora, Ill., had gross income of $525,530 and net income of $47,297 in 1982 on billings of $3,004,444. In 1981, it had gross income of $553,718 and net income of $49,834 on billings of $3,257,169. Volume in 1982 consisted of $2,404,208 in media, $203,440 in materials and services and $393,796 in capitalized fees. In 1981, volume consisted of $2,522,114 in media, $213,908 in materials and services and $521,147 in capitalized fees. Account gained: Allis Chalmers' Stephens-Adamson subsidiary. Lost: D. R. Sperry, Great American Federal Savings, Community Hospital. Billings breakdown: Newspapers 15%, magazines 45%, radio 5%, point of sale 20%, direct mail 15%. Employes: 12. Top exec: Arnold J. Kreger Jr., president.
Phone: (312) 897-1127.

Contemporary Marketing, Bala-Cynwyd, Pa., reported gross income of $975,000 in 1982 on billings of $6,500,000. In 1981, it reported gross income of $900,000 on billings of $5,450,000. It did not break out volume for either year. Accounts gained: Echlin Corp.'s Auto-Tune division, Dana Corp.'s Parts Craft division, Parker Hannifin Corp.'s EIS Brake Parts division, Girard Bank. Lost: Loctite/Permatex automotive consumer group, D.L. Banite. Billings breakdown: Newspapers 15%, magazines 25%, radio 10%, spot tv 15%, outdoor 1%, business papers 10%, point of sale 4%, direct mail 5%, other 15%. Employes: 32 in two offices. Top exec: Theodore H. Tromsdorf, president.
Phone: (215) 667-3683.

Coppola Creative Concepts, San Francisco, had estimated gross income of $75,000 in 1982 on billings of $500,000. In 1981, it had estimated gross income of $45,000 on billings of $300,000. Volume in 1982 consisted of $500,000 in media. In 1981, volume consisted of $300,000. Accounts gained: Paul Bauer Inc., Body Shop, Creme de la Mer, Leg Silk, Maggiore, Pierre Olivier, Scott's Carriage House restaurant. Lost: Crescent Jewelers, Avery Boardman. Billings breakdown: Newspapers 15%, magazines 15%, radio 20%, spot tv 10%, business papers 10%, direct mail 10%, other 20%. Employes: 6. Top exec: Angela Coppola, president and chairman.
Phone: (415) 775-7017.

Don Costello & Co., Chicago, had estimated gross income of $750,000 in 1982 on billings of $5,000,000. In 1981, it had estimated gross income of $600,000 on billings of $4,001,000. Volume in 1982 consisted of $5,000,000 in media. In 1981, volume consisted of $4,001,000 in media. Accounts gained: Swift & Co. (international entree frozen dinners, new products). Lost: None. Billings breakdown: Newspapers 15%, magazines 8%, supplements 5%, radio 15%, spot tv 45%, outdoor 5%, point of sale 5%, direct mail 2%. Employes: 11. Top exec: Donald J. Costello, president.
Phone: (312) 280-8680.

Cox Advertising, Atlanta, had estimated gross income of $300,000 in 1982 on billings of $2,000,000. In 1981, it had estimated gross income of $430,000 on billings of $2,891,600. Volume in 1982 consisted of $1,737,755 in media, $35,465 in materials and services and $226,780 in capitalized fees. In 1981, volume consisted of $2,100,000 in media, $350,000 in materials and services and $431,600 in capitalized fees. Accounts gained: OK Oil Co., Spectrum Stores and Governor's Ridge. Billings breakdown: Newspapers 8%, magazines 8%, radio 2%, network tv 80%, outdoor 2%. Employes: 12. Top exec: Tom Cox, president.
Phone: (404) 262-1026.

Creative Advertising, Evansville, Ind., had an estimate gross income of $900,000 in 1982 on billings of $6,000,000. In 1981, its estimated gross income was $885,000 on billings of $5,908,000. Volume in 1982 consisted of $442,000 in media and $5,558,000 in materials and services. In 1981, volume consisted of $345,000 in media and $5,563,000 in materials and services. The agency total includes billings from a subsidiary, Creative Press. Accounts gained: DeJong's, Grandy's (regional franchise), Evansville Downtown Merchants Assn., Kwick-Kleen. Lost: Koehring-Kerosene Heater Division, Haas Cabinet Co. Billings breakdown: Newspapers 2%, magazines 20%, radio 8%, spot tv 15%, outdoor 1%, point of sale 51%, direct mail 3%. Employes: 100.Top exec: Paul K. Ritchel, president.
Phone: (812) 422-4104.

Creative Advertising, Phoenix, Ariz., reported gross income of $561,775 in 1982 on billings of $4,595,870. In 1981, it reported gross income of $774,205 on billings of $6,255,509. Volume in 1982 consisted of $3,123,987 in media, $345,667 in materials and services and $1,126,216 in capitalized fees. In 1981, volume consisted of $4,452,889 in media, $445,642 in materials and services and $1,356,978 in capitalized fees. Accounts gained: Continental Homes, Westec Security Systems, Consign-A-Car of America, Lou Grubb Imports. Lost: American Cable Television, Ed Voyles Oldsmobile-Honda. Billings breakdown: Newspapers 5%, magazines 4%, radio 35%, spot tv 50%, cable tv 3%, outdoor 2%, direct mail 1%. Employes: 13. Top execs: Henry Sauro, chairman; William H. Sauro, president.
Phone: (602) 252-7606.

Creative Consortium Ltd., Arlington Heights, Ill., reported gross income of $550,000 in 1982 on billings of $3,100,000. It did not report figures for 1981. Volume in 1982 consisted of $1,700,000 in media and $1,400,000 in materials and services. Accounts gained: Union Oil Co., Flint Laboratories, C.P. Clare division general instruments, Travenol Laboratories flow control products. The agency did not provide a billings breakdown. Employes: 16. Top execs: Lynn Sutter, president; Ed Martin, exec vp.
Phone: (312) 398-0700.

Creel Associates, Oak Brook, Ill., reported gross income of $568,000 in 1982 on billings of $1,135,000. In 1981, it reported gross income of $585,000 on billings of $1,215,000. Volume breakdown was not reported for either year. Accounts gained: First Security Bank of Glendale Heights, Chicago Heights National Bank, Mid America Federal Savings, Skokie Trust & Savings, Telsphere International, United States Telecommunications Suppliers Assn. Lost: Bank of Lockport, Bartlett Bank & Trust, First Security Bank of Glendale Heights. Billings breakdown: Newspapers 33%, magazines 20%, supplements 4%, spot radio 31%, spot tv 1%, outdoor 1%, direct mail 10%. Employes: 11. Top execs: Russel K. Creel, president; David R. Creel, exec vp; Gregory L. Coy, vp-creative director.
Phone: (312) 986-9400.

Cherles Crone Associates, Raleigh, N.C., had estimated gross income of $275,000 in 1982 on billings of

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$1,850,425. In 1981, it had estimated gross income of $270,000 on billings of $1,840,176. Volume in 1982 consisted of $1,517,560 in media, $208,750 in materials and services and $124,115 in capitalized fees. In 1981, volume consisted of $1,544,948 in media, $170,585 in materials and services and $124,642 in capitalized fees. Accounts gained: Virginia Outdoor Equipment, S&D Distributors. Billings breakdown: Newspapers 19%, magazines 10%, radio 11%, spot tv 53%, outdoor 7%. Employes: 8. Top exec: C.W. Crone, president.

Phone: (919) 834-1384.

Culpepper & Associates, Houston, reported gross income of $278,330 in 1982 on billings of $1,819,996. In 1981, it reported gross income of $240,180 on billings of $1,546,868. Volume in 1982 consisted of $1,195,529 in media, $202,383 in materials and services and $422,084 in capitalized fees. In 1981, volume consisted of $862,328 in media, $384,844 in materials and services and $299,696 in capitalized fees. Accounts gained: Cullen Center Development Corp., Shamrock Hilton Hotel and Comet Rice. Lost: Steve's Dockside Seafood restaurant and Houston Autorama. Billings breakdown: Newspapers 15%, magazines 2%, radio 15%, spot tv 62%, outdoor 3%, business papers 1%, direct mail 2%. Employes: 10. Top exec: Robert J. Culpepper Jr., president.

Phone: (713) 977-6977.

Cummings Advertising, Rockford, Ill., had an estimated gross income of $470,000 in 1982 on billings of $3,079,918. In 1981, it had an estimated gross income of $461,000 on billings of $3,074,404. Volume in 1982 consisted of $985,774 in media, $437,896 in materials and services and $1,656,248 in capitalized fees. In 1981, volume consisted of $912,150 in media, $496,578 in materials and services and $1,665,676 in capitalized fees. Accounts gained: Motorola Display Systems, Syntronic Instruments, Taylor Fresh, Action Packaging, Kelsey Hayes Co., Kelsey axle and brake division. Lost: Heico Inc., Spartan Tool division. Billings breakdown: Newspapers 1.1%, magazines 91.9%, outdoor 1.0%, farm publications 2.3%, transit advertising 3.7%. Employes: 11. Top execs: Quinten P. Barclay, president; William W. Jones, chairman; Roger M. Porter, senior vp; Larry G. Schubert, exec vp.

Phone: (815) 962-0615.

Ross Cummings & Co., Oklahoma City, reported gross income of $308,481 in 1982 on billings of $2,057,227. In 1981, it reported gross income of $279,364 on billings of $1,863,413. Volume in 1982 consisted of $461,040 in media, $227,943 in materials and services and $1,368,244 in capitalized fees. In 1981, volume consisted of $220,074 in media, $265,590 in materials and services and $1,377,749 in capitalized fees. Account gained: Pathfinder Petroleum. Lost: Allied Oklahoma Bank. Billings breakdown: Newspapers 9%, radio 16%, spot tv 45%, outdoor 6%, business papers 4%, farm publications 20%. Employes: 7. Top exec: Ross W. Cummings, president.

Phone: (405) 524-9441.

Curran, Hitomi & Associates, Sacramento, Cal., reported gross income of $586,000 and net income of $213,000 in 1982 on billings of $3,816,000. In 1981, it reported gross income of $480,000 and net income of $179,000 on billings of $3,019,000. Volume in 1982 consisted of $1,030,000 in media, $385,000 in materials and services and $2,401,000 in capitalized fees. In 1981, volume consisted of $746,000 in media, $379,000 in materials and services and $1,849,000 in capitalized fees. Accounts gained: Wendy's Restaurants (Sacramento), Travel Accessories, Rice Growers Assn. of Sacramento, Sierra Pacific Industries, Crosby Paints. Billings breakdown: Newspapers 15%, magazines 3%, radio 10%, spot tv 24%, outdoor 7%, business papers 8%, farm publications 2%, transit advertising 2%, point-of-sale 3%, direct mail 3%, other (collateral, fees, research) 23%. Employes: 12. Top execs: R. Thomas Curran, K. Ronald Hitomi, partners.

Phone: (916) 481-8111.

Currier & Associates, Mansfield, O., reported gross income of $579,354 in 1982 on billings of $2,269,286. In 1981, it reported gross income of $645,584 on billings of $2,457,839. Volume in 1982 consisted of $281,306 in media and $1,987,981 in capitalized fees. In 1981, volume consisted of $325,962 in media and $2,131,877 in capitalized fees. Accounts gained: Wood Decor, HSH National Management, Air Power Group, H.E. White Co. Billings breakdown: Newspapers 3%, magazines 76%, direct mail 2%, other 19%. Employes: 6. Top exec: Jack W. Currier, president.

Phone: (419) 756-7771.

DFK Avertising, New York, reported gross income of $525,000 in 1982 on billings of $3,500,250. In 1981, it reported gross income of $525,000 on billings of $3,500,250. Volume in 1982 consisted of $2,750,000 in media, $250,000 in materials and services and $500,250 in capitalized fees. In 1981, volume consisted of $2,750,000 in media, $250,000 in materials and services and $500,250 in capitalized fees. Accounts gained: Allison Industries, Athena Industries, Marigold Philatelic. Lost: Superior Muffler Centers. Billings breakdown: Newspapers 30%, magazines 30%, radio 20%, spot tv 10%, other 10%. Employes: 14. Top exec: David Krieger, president.

Phone: (212) 696-0766.

Dallas, Leonard & Pease, Bala-Cynwyd, Pa., reported gross income of $990,000 in 1982 on billings of $6,048,500. In 1981, it reported gross income of $680,000 on billings of $4,587,700. Volume in 1982 consisted of $2,540,500 in media, $840,000 in materials and services and $2,668,000 in capitalized fees. In 1981, volume consisted of $2,100,000 in media, $420,000 in materials and services and $2,067,700 in capitalized fees. Accounts gained: TVSM Corp., *Cable Today, Cable Guide*. Lost: WSNI radio. Billings breakdown: Newspapers 20%, magazines 30%, radio 15%, spot tv 15%, cable tv 10%, outdoor 10%. Employes: 12. Top execs: Robert B. Dallas, president; Richard F. Leonard, exec vp.

Phone: (215) 667-8787.

Damart Advertising Associates, Minneapolis, had an estimates gross income of $915,000 in 1982 on billings of $5,920,686. In 1981, it had an estimated gross income of $975,000 on billings of $6,366,000. Volume in 1982 consisted of $5,894,000 in media, $26,000 in materials and services and $38,686 in capitalized fees. In 1981, volume consisted of $6,350,000 in media and $16,000 in materials and services. Accounts gained: Despatch Industries, Eljer Plumbingware, Leasametric, Marvin Windows, Scotsman Icemakers, Weldo Plastics, Standard Lumber. Lost: Berman Buckskin, Holden Business Forms, McGlynn Bakeries, Wilson Foods. Billings breakdown: Newspapers 8%, magazines 16%, business papers 8%, transit advertising 5%, other 63%. Employes: 15. Top exec: Edward W. Rhodes, president.

Phone: (612) 830-2286.

R.J. Damisch Advertising & Marketing, Northbrook, Ill., had estimated gross income of $60,000 in 1982 on billings of $400,000. In 1981, it had estimated gross income of $30,000 on billings of $200,000. No volume breakdown was provided for 1982. In 1981, volume consisted of $150,000 in media and $50,000 in materials and services. Accounts gained: Partner America. Lost: Bonar Rosedale plastics. Billings breakdown: Newspapers 25%, business papers 25%, direct mail 10%, other (sales promotion) 40%. Employes: 2. Top execs: Richard J. Damisch, president; Jean Larson Damisch, exec vp.

Phone: (312) 446-8622.

Darien, Russell & Hill, San Jose, Cal., reported gross income of $485,372 and net income of $114,510 in 1982 on billings of $3,498,704. In 1981, it reported gross income of $583,733 and net income of $182,500 on billings of $4,041,184. Volume in 1982 consisted of $2,438,191 in media, $211,395 in materials and services and $849,118 in capitalized fees. In 1981, volume consisted of $2,731,265 in media, $330,076 in materials and services and $979,843 in capitalized fees. Billings breakdown: Newspapers 29%, magazines 4%, radio 35%, spot tv 25%, cable tv 0.5%, outdoor 1%, business papers 2%, transit advertising 0.5%, direct mail 2%, other 1%. Employes: 12. Top exec: Frank Darien Jr., president.

Phone: (408) 298-5700.

Leonard Davis Advertising, Worcester, Mass., reported gross income of $300,000 and net income of $50,000 in 1982 on billings of $3,400,000. In 1981, it reported gross income of $200,000 and net income of $30,000 on billings of $2,575,000. Volume in 1982 consisted of $3,300,000 in media and $100,000 in materials and services. In 1981, volume consisted of $2,500,000 in media and $75,000 in materials and services. Accounts gained: Moe Black's Department Store, Charles Chevrolet, Natick Ford & Dodge, Harr Ford Lincoln Mercury Toyota, AMI Leasing Group. Lost: Mass Wholesale Drug. Billings breakdown: Newspapers 75%, magazines 5%, radio 15%, outdoor 2%, other 3%. Employes: 21. Top execs: Jeffrey Davis, president; Andrew Davis, vp-treasurer.

Phone: (617) 752-4615.

Decker, Guertin & Cheyne, Hartford, Conn., reported gross income of $265,435 and net income of $59,647 in 1982 on billings of $3,854,811. In 1981, it reported gross income of $143,915 and net income of $10,488 on billings of $1,402,776. Volume in 1982 consisted of $1,011,277 in media, $945,879 in materials and services and $1,897,655 in capitalized fees. In 1981, volume consisted of $256,514 in media, $409,861 in materials and services and $736,401 in capitalized fees. Accounts gained: Yankee Supermarkets, Connecticut Honda Automobile Dealers Assn. Lost: University of New Haven, Snauwaert. Billings breakdown: Newspapers 11%, magazines 5%, radio 24%, spot tv 38%, business papers 5%, point-of-sale 17%. Employes: 15. Top exec: James Decker, president.

Phone: (203) 522-6633.

Deering & Holmes, New York, reported gross income of $400,502 in 1982 on billings of $2,670,276. It did not report its 1981 results. Volume in 1982 consisted of $2,107,258 in media, $41,924 in materials and services and $521,094 in capitalized fees. Accounts gained: Imperial Leather & Sportswear, Professional Rodeo Cowboys Assn., Cadogan Limited, Video Room. Billings breakdown: Newspapers 21%, radio 4%, spot tv 75%. Employes: 6. Top exec: Michael Holmes, president.

Phone: (212) 308-1422.

DeKrig Advertising, New York, reported gross income of $780,000 and net income of $130,000 in 1982 on billings of $6,964,000. In 1981, it reported gross income of $750,000 and net income of $110,000 on billings of $6,634,000. Volume in 1982 consisted of $3,800,000 in media, $230,000 in materials and services and $2,934,000 in capitalized fees. In 1981, volume consisted of $3,600,000 in media, $200,000 in materials and services and $2,834,000 in capitalized fees. Account gained: Lark Luggage special projects. Billings breakdown: Newspapers 10%, magazines 20%, business papers 70%. Employes: 20. Top exec: Arnold Krigsman, president.

Phone: (212) 532-3260.

Deppe & Associates, St. Louis, reported gross income of $554,813 in 1982 on billings of $3,698,689. In 1981, it reported gross income of $506,959 on billings of $3,380,592. Volume breakdowns were not provided for either year. Accounts gained: West Port Plaza, National Information Center, Transcontinental Credit Corp. Billings breakdown: Newspapers 6%, magazines 28%, radio 6%, spot tv 47%, business papers 6%, point-of-sale 4%, direct mail 1%, other 2%. Employes: 9. Top exec: Gerald P. Deppe, president.

Phone: (314) 652-2800.

Detrow & Underwood, Ashland, O, had estimated gross income of $565,000 in 1982 on billings of $3,676,466. In 1981, it had estimated gross income of $300,000 on billings of $2,012,165. Volume in 1982 consisted of $396,109 in media, $447,423 in materials and services and $2,832,934 in capitalized fees. In 1981, volume consisted of $285,012 in media, $457,650 in materials and services and $1,269,503 in capitalized fees. Account gained: Mansfield Plumbing Products. Billings breakdown: Newspapers 10%, magazines 10%, radio 5%, business papers 65%, direct mail 10%. Employes: 13. Top exec: Jack M. Detrow, president.

Phone: (419) 289-0265.

Dickison & Rakaseder,, Westport, Conn., formerly Dickison, Rakaseder, Mosconi, had estimated gross income of $960,000 in 1982 on billings of $6,400,000. In 1981, it had estimated gross income of $630,000 on billings of $4,200,000. It did not break out its volume for either year. Accounts gained: Pepperidge Farm, Raichle Molitor USA, Manhattan Industries, Bossard International, Dunbourne Enterprises, Safe Deposit USA. Lost: Look Sports, TSI International. Billings breakdown: Newspapers 20%, magazines 40%, radio 10%, spot tv 10%, business papers 20%. Employes: 10. Top execs: Donald L. Dickison, chairman; Ronald S. Rakaseder, president.

Phone: (203) 226-1296.

Dini Advertising, San Francisco, reported gross income of $166,797 and a net loss of $26,813 in 1982 on billings of $1,178,825. In 1981, it reported gross income of $345,315 and net income of $29,708 on billings of $2,605,413. Volume in 1982 consisted of $395,979 in media, $185,608 in materials and services and $597,238 in capitalized fees. In 1981, volume consisted of $1,039,790 in media, $321,528 in materials and services and $1,244,095 in capitalized fees. Accounts gained: Community First Bank, Compupen, Pacific Rail Service. Lost: American National Bank. Billings breakdown: Newspapers 35%, magazines 5%, radio 15%, spot tv 15%, cable tv 5%, business papers 10%, point-of-sale 10%, direct mail 5%. Employes: 5. Top exec: Robert L. Dini, president.

Phone: (415) 433-0800.

Donahue & Associates, New York, reported gross income of $680,000 in 1982 on billings of $4,000,000. In 1981, it reported gross income of $595,000 on billings of $3,500,000. Volume in 1982 consisted of $4,000,000 in media. In 1981, volume consisted of $3,500,000 in media. Accounts gained: This recruitment advertising specialist agency said it added 15 such accounts and lost two. Billings breakdown: Newspapers 70%, magazines 10%, radio 10%, business papers 10%. Employes: 15. Top execs: Elizabeth Donahue, president; Bruce Dorskind, exec vp.

Phone: (212) 980-9100.

Dallas C. Dort & Co., Flint, Mich., had estimated gross income of $400,000 in 1982 on billings of $2,585,592. In 1981, its gross income was estimated at $315,000 on billings of $2,082,000. Volume in 1982 consisted of $890,258 in media, $159,891 in materials and services and $1,535,443 in capitalized fees. In 1981, volume consisted of $820,000 in media, $156,000 in materials and services and $1,106,000 in capitalized fees. Account gained: Genesee Health Care. Billings breakdown: Newspapers 20%, radio 25%, spot tv 28%, outdoor 2%, direct mail 7%, other 18%. Employes: 8. Top execs: Dallas C. Dort, president.

Phone: (313) 238-4677.

Doty, Phillips & Laing, Battle Creek, Mich., reported gross income of $404,370 in 1982 on billings of $2,507,640. In 1981, it reported gross income of $391,133 on billings of $2,638,516. Volume in 1982 consisted of $200,000 in media, $360,000 in materials and services and $1,947,640 in capitalized fees. In 1981, volume consisted of $294,255 in media, $381,580 in materials and services and $1,962,681 in capitalized fees. Accounts gained: Clark Equipment Co. handling systems division, Manatron Inc. Billings breakdown: Newspapers 8%, magazines 15%, business papers 73%, direct mail 4%. Employes: 12. Top exec: Vernon C. Doty, president.

Phone: (616) 965-7255.

William S. Doyle & Co., New York, reported gross income of $855,000 in 1982 on billings of $6,552,850. The agency did not report 1981 figures. Volume in 1982 consisted of $750,000 in media, $100,000 in materials and services and $5,702,850 in capitalized fees. Accounts gained: Securities Groups, New York Power Authority, E.P. Dutton Inc., Stern Stewart Putnam & Macklis, Devon Ltd., U.S. Trust Co. (special project). Billings breakdown: Newspapers 80%, radio 10%, direct mail 10%. Employes: 12. Top exec: William S. Doyle, president.

Phone: (212) 888-0040.

Duffy, Knutson & Oberprillers, Minneapolis, reported gross income of $791,000 in 1982 on billings of $5,713,000. Its gross income in 1981 was $544,000 on billings of $3,673,000. The agency's 1982 volume consisted of $1,860,000 in media, $1,085,000 in materials and services and $2,768,000 in capitalized fees. Its 1981 U.S. volume consisted of $1,221,000 in media, $604,000 in materials and services and $1,848,000 in capitalized fees. In 1982, the agency gained: National City Bank, Redwood & Ross, Air Group One, Perform, Inc. and Meyer Housewares. Billings breakdown: Newspapers 25%, magazines 15%, radio 15%, spot tv 15%, outdoor 10%, business papers 10%, point of sale 5%, direct mail 5%. The agency has 20 employes. Top execs: Gary Knutson, president/creative director; Dean Oberpriller, Daniel Oberpriller, exec vps; Joseph Duffy III, senior vp/associate creative director.

Phone: (612) 375-9660.

Dulaney Advertising, Louisville, Ky., reported gross income of $554,000 in 1982 and net income of $76,000 on billings of $4,099,950. In 1981, it reported gross income of $343,000 and net income of $13,000 on billings of $3,045,920. Volume in 1982 consisted of $812,000 in media, $53,000 in materials and services and $3,234,950 in capitalized fees. In 1981, volume consisted of $634,000 in media, $37,000 in materials and services and $2,374,920 in capitalized fees. Accounts gained: Galleria, Commonwealth Life Insurance, Vibranetics, D D Williamson, Ebonite Bowling Balls. Lost: Merkley Kendrick Jewelers. Billings breakdown: Newspapers 15%, magazines 10%, radio 10%, spot tv 30%, outdoor 5%, business papers 10%, direct mail 10%, other 10%. Employes: 14. Top exec: Woodford Dulaney, president.

Phone: (502) 587-1711.

Eagle Advertising, New Rochelle, N.Y., reported gross income of $268,000 in 1982 on billings of $1,671,000. In 1981, it reported gross income of $310,000 on billings of $1,650,000. Volume in 1982 consisted of $1,600,000 in media and $71,000 in materials and services. In 1981, volume consisted of $1,565,000 in media and $85,000 in materials and services. Accounts gained: Ascot Inc., Compco Co. Lost: Glen Gables Corp. Billings breakdown: Magazines 40%, farm publications 50%, point-of-sale 10%. Employes: 5. Top execs: J. B. Cowen, president.

Phone: (914) 235-5332.

Gross income under $1,000,000

Eddy-Rucker-Nickels Co., Cambridge, Mass., reported gross income of $182,069 and a net loss of $1,649 in 1982 on billings of $1,222,567. In 1981, it reported gross income of $179,375 and a net loss of $17,794 on billings of $1,202,100. Volume in 1982 consisted of $1,797 in media, $10,132 in materials and services and $1,210,638 in capitalized fees. In 1981, volume consisted of $4,105 in media, $27,023 in materials and services and $1,170,972 in capitalized fees. Billings breakdown: Print 20%, other 80%. Employes: 6. Top exec: George D. Sargent Jr., president.

Phone: (617) 864-9300.

Elbert Advertising, Norwood, Mass., reported gross income of $339,752 in 1982 on billings of $2,010,770. In 1981, it reported gross income of $315,250 on billings of $1,849,941. Volume in 1982 consisted of $595,645 in media, $294,010 in materials and services and $1,121,114 in capitalized fees. In 1981, volume consisted of $522,499 in media, $291,050 in materials and services and $1,036,441 in capitalized fees. Accounts gained: S&A Distributing Corp., Kenneth Goldman Inc. Billings breakdown: Newspapers 10%, magazines 1.3%, radio 3.8%, spot tv 1%, business papers 70.4%, point of sale 6%, direct mail 6.9%, other 0.6%. Employes: 6. Top exec: Elbert A Taitz, president.

Phone: (617) 769-7666.

Emery Advertising, El Paso, Tex., reported gross income of $500,000 and net income of $175,000 in 1982 on billings of $3,233,500. In 1981, it reported gross income of $480,000 and net income of $180,000 on billings of $2,433,500. Volume in 1982 consisted of $2,500,000 in media, $400,000 in materials and services and $333,500 in capitalized fees. In 1981, volume consisted of $1,800,000 in media, $300,000 in materials and services and $333,500 in capitalized fees. Accounts gained: Dick Blanken Toyota, Pioneer Savings & Trust (New Mexico), Ballet El Paso, Bohannon Development, Windtree Apartments. Billings breakdown: Newspapers 15%, magazines 5%, radio 25%, spot tv 40%, cable tv 2%, outdoor 5%, business papers 4%, direct mail 4%. Employes: 14. Top exec: Tom Emery, president.

Phone: (915) 532-3636.

Engle Advertising, Los Angeles, reported gross income of $975,000 and net income of $350,000 in 1982 on billings of $6,389,576. In 1981, it reported gross income of $852,200 and net income of $280,000 on billings of $5,548,830. Volume in 1982 consisted of $782,456 in media, $345,090 in materials and services and $5,262,030 in capitalized fees. In 1981, volume consisted of $661,160 in media, $415,370 in materials and services and $4,468,300 in capitalized fees. Accounts gained: Crocker National Bank (real estate-owned accounts), D.S.L. Construction, DeMott Development, Fidelity Federal Savings & Loan (real estate-owned accounts), Hotel Del Coronado, J.C.C. Enterprises, Malcolm Riley Co., Palms Tilden Manor, Torino Industries, Tylyn Partnership, Very Important Properties, Villa Florenze, Westrich Enterprises. Lost: Ernest Auerbach Co., Brentwood Bank, Foley Construction, H&Z Properties, Lane Construction, Albert Levitt, Pacific Realty Fund, G.H. Palmer, Richelieu Development, Village Tower, Wynne Co. Billings breakdown: Newspapers 85%, magazines 10%, other 5%. Employes: 13 in five offices. Top exec: Carl D. Engle, president-owner.

Phone: (213) 477-9031.

Estey-Hoover, Newport Beach, Cal., reported gross income of $958,186 in 1982 on billings of $6,503,809. In 1981, it reported gross income of $706,425 on billings of $4,761,387. Volume in 1982 consisted of $3,263,300 in media, $890,595 in materials and services and $2,349,914 in capitalized fees. In 1981, volume consisted of $2,221,583 in media, $738,904 in materials and services and $1,800,900 in capitalized fees. Accounts gained: Ecotech Appliances, Pro-Pak Food Processors, Castrol Oil (industrial), Johnny Mann's Great American Choral Festival, Joytique Cosmetics, Topmaster Inc., Ontel Computer Corp., Masterworks Software, Continental Housing. Lost: Hydro Conduit, Orange Micro. Billings breakdown: Newspapers 19%, magazines 38%, radio 9%, spot tv 25%, outdoor 2%, direct mail 5%, other 2%. Employes: 20. Top exec: Daniel W. Hoover, president.

Phone: (714) 549-8651.

Ethos Public Relations & Advertising, Ithaca, N.Y., reported gross income of $41,871 and a net loss of $2,400 in 1982 on billings of $242,221. In 1981, it reported gross income of $34,500 and a net loss of $1,460 on billings of $204,317. Volume in 1982 consisted of $92,715 in media, $55,459 in materials and services and $94,047 in capitalized fees. In 1981, volume consisted of $63,000 in media, $54,607 in materials and services and $86,710 in capitalized fees. Gained: VITIS-NY, Foster Nursery, Medical Coaches, Mid-State Storage, Robert Mondavi Winery, Basic Structure. Billings breakdown: Business papers 75%, farm publications 25%. Employes: 1. Top exec: Edgar H. Scholl, president.

Phone: (607) 272-3953.

Euro Center Communications, New York, reported gross income of $310,000 and net income of $60,708 in 1982 on billings of $2,011,252. The agency did not report 1981 figures. Volume in 1982 consisted of $210,000 in media, $270,000 in materials and services and $1,531,252 in capitalized fees. Accounts gained: American Construction Co., *Financial Times*, Banner Life Insurance. Billings breakdown: Newspapers 52%, magazines 28%, supplements 10%, cable tv 5%, direct mail 5%. Employes: 6. Top execs: Donough O'Brien, president; C.N. Spring, exec vp.

Phone: (212) 582-9740.

Faber Shervey Advertising, Minneapolis, reported gross income of $111,353 in 1982 and net income of $30,405 on billings of $868,891. In 1981, it reported gross income of $137,858 and net income of $58,000 on billings of $1,011,878. Volume in 1982 consisted of $279,190 in media, $82,561 in materials and services and $507,140 in capitalized fees. In 1981, volume consisted of $356,000 in media, $92,543 in materials and services and $563,335 in capitalized fees. Accounts gained: Metal-Matic Inc., SATCO, Community Electronics Inc. Billings breakdown: Newspapers 11%, magazines 82%, radio 5%, business papers 2%. Employes: 4. Top exec: Paul D. Shervey, president.

Phone: (612) [illegible]-5111.

Fallon McElligott Rice, Minneapolis, reported gross income of $975,000 for the first nine months of 1982 on billings of $6,500,000. The agency opened for business in mid-1981, and did not report any figures for that year. No volume breakdown was provided. Accounts gained: Dakota Bake-N-Serve, Deluxe Check Printers, Gold'n Plump Chickens, Peavey's, Stearns Computer Systems, Whitney for Governor, 3M personal care products (Titralac). Lost: Chouette Restaurant. Billings breakdown: Newspapers 15%, magazines 15%, radio 20%, spot tv 40%, outdoor 5%, other 5%. Employes: 25. Top execs: Richard R. Fallon, president; Irving D Fish, chief financial officer.

Phone: (612) 332-2445.

Farris Advertising & Marketing, Kansas City, Mo., reported estimated gross income of $170,000 in 1982 on billings of $1,124,000. In 1981, it reported estimated gross income of $185,000 on billings of $1,242,000. Volume in both years was not broken out. Accounts gained: Radio Data Systems, Lawrence S&L Assn., Sunset Security Systems. Lost: Omni Electronics. Billings breakdown: Newspapers 12%, magazines 18%, radio 18%, spot tv 22%, business papers 12%, farm publications 13%, direct mail 5%. Employes: 8. Top execs: Fred Farris, Warner Lewis, Steve Dittbenner.

Phone: (816) 531-5300.

Fensholt Inc., Chicago, reported gross income of $733,323 in 1982 on billings of $5,491,288. Its gross income in 1981 was $953,011 on billings of $7,060,124. Volume in 1982 consisted of $1,399,697 in media, $906,278 in materials and services and $3,185,313 in capitalized fees. In 1982 volume consisted of $1,984,032 in media, $1,617,492 in materials and services and $3,458,600 in capitalized fees. Accounts gained: Cardox Corp., Voiler Inc. Lost: Miller Tilt-Top Trailer, Ceco Corp. and Deringer Mfg. Billings breakdown: Magazines 96%, business papers 2%, farm publications 2%. The agency has 18 employes in two offices. Top execs: Daniel D. Glaubke, ceo and president; Charles R. Muth, coo and exec vp.

Phone: (312) 263-1132.

H.T. Fenton Associates, Somerville, N.J., reported gross income of $629,104 in 1982 and net income of $62,911 on billings of $4,195,261. In 1981, it reported gross income of $593,495 and net income of $59,350 on billings of $3,957,799. Volume in 1982 consisted of $1,260,358 in media, $447,040 in materials and services and $2,487,863 in capitalized fees. In 1981, volume consisted of $1,189,017 in media, $421,736 in materials and services and $2,347,046 in capitalized fees. Accounts gained: H.J. Baker & Bro.; *American Agriculturist*, American Cyanamid agricultural division, pesticide department, BCS Mosa Inc. and Binder Machinery. Account lost: Limestone Products Corp. Billings breakdown: Newspapers 10%, magazines 17%, radio 10%, spot tv 5%, farm publications 48%, point of sale 2%, direct mail 5%, other 3%. Employes: 14. Top exec: Harry T. Fenton, president.

Phone: (201) 359-1100.

Ferguson, Goldberg & Associates, Philadelphia, reported gross income of $687,250 in 1982 on billings of $4,583,000. In 1981, it reported gross income of $601,500 on billings of $4,010,900. Volume in 1982 consisted of $1,500,000 in media, $415,000 in materials and services and $2,668,000 in capitalized fees. In 1981, volume consisted of $1,750,000 in media, $460,000 in materials and services and $1,800,900 in capitalized fees. Accounts gained: Dow Jones & Co., Temps America, Stuyvesant Life Insurance, Union Labor Life Insurance. Lost: Bell National Life Insurance, Garfield-Baring Corp., Standard Federal Savings & Loan. Billings breakdown: Newspapers 5%, magazines 5%, radio 5%, spot tv 30%, business papers 5%, point of sale 15%, direct mail 30%, other 5%. Employes: 16. Top execs: Erwin B. Goldberg, president; Ronald A. Ferguson, exec vp.

Phone: (215) 988-0545.

Martin Fiderer Associates, Englewood Cliffs, N.J., reported gross income of $479,000 in 1982 on billings of $3,402,000. In 1981, it reported gross income of $473,000 on billings of $3,337,000. Volume in 1982 consisted of $625,000 in media, $429,000 in materials and services and $2,348,000 in capitalized fees. In 1981, volume consisted of $637,000 in media, $399,000 in materials and services and $2,301,000 in capitalized fees. Accounts gained: Jeffrey Martin Inc., Pharma-Scripts. Billings breakdown: Magazines 18%, direct mail 38%, other 44%. Employes: 9. Top exec: Martin Fiderer, president.

Phone: (201) 871-0422.

Fillman Advertising, Champaign, Ill., reported gross income of $122,360 in 1982 on billings of $532,924. In 1981, it reported gross income of $131,330 on billings of $571,980. Volume in 1982 consisted of $348,460 in media and $184,464 in materials and services. In 1981, volume consisted of $380,000 in media and $191,980 in materials and services. Billings breakdown: Business papers 50%, farm publications 25%, direct mail 25%. Employes: 4. Top exec: William T. Fillman.

Phone: (217) 352-0002.

Finnegan & Agee, Richmond, Va., reported gross income of $914,748 and net income of $86,521 in 1982 on billings of $5,952,698. In 1981, it reported gross income of $751,834 and net income of $114,250 on billings of $4,355,017. Volume in 1982 consisted of $3,754,413 in media, $840,116 in materials and services and $1,358,169 in capitalized fees. In 1981, volume consisted of $2,915,000 in media, $800,350 in materials and services and $639,667 in capitalized fees. Accounts gained: Central Fidelity Banks, Safeway Stores and Paramount Pictures. Lost: Southern Bank and Virginia First Savings & Loan. Billings breakdown: Newspapers 11%, magazines 10%, radio 22%, spot tv 54%, outdoor 3%. Employes: 21. Top execs: Tim Finnegan, president; Lou Brink, exec vp.

Phone: (804) 643-4100.

FitzSimons Advertising, Cleveland, reported gross income of $400,000 in 1982, on billings of $2,700,000. In 1981, it reported gross income of $405,000 on billings of $2,700,000. Volume in 1982 consisted of $1,000,000 in media, $300,000 in materials and services and $400,000 in capitalized fees. In 1981, volume consisted of $1,500,000 in media, $450,000 in materials and services and $405,000 in capitalized fees. Accounts gained: Electronic Engineering Co., La Place Executive Travel Service. Lost: Stone Advertising. Billings breakdown: Newspapers 14%, magazines 5%, radio 9%, network tv 14%, outdoor 3%, business papers 19%, transit advertising 3%, point of sale 4%, direct mail 9%, other 20%. Employes: 8. Top execs: Daniel A. FitzSimons, president; Richard C. Wright, vp-marketing services.

Phone: (216) 241-5656.

Harold E. Flint & Associates, Fargo, N.D., reported gross income of $633,497 in 1982 on billings of $3,993,025. In 1981, it reported gross income of $588,850 on billings of $3,739,261. Volume in 1982 consisted of $1,776,163 in media, $693,158 in materials and services and $1,523,704 in capitalized fees. In 1981, volume consisted of $1,678,330 in media, $561,468 in materials and services and $1,499.463 in capitalized fees. Accounts gained: Great Plains Software. It reported no accounts lost. Billings breakdown: Newspapers 20%, magazines 2%, radio 14%, spot tv 22%, outdoor 2%, business papers 27%, farm publications 13%. Employes: 17. Top execs: Harold E. Flint, chairman; Philip E. Stangl, president and general manager.

Phone: (701) 237-4850.

Fogarty & Klein, Houston, reported gross income of $875,000 in 1982 on billings of $5,862,500. In 1981, it reported gross income of $768,000 on billings of $5,081,000. Volume in 1982 consisted of $5,100,000 in media, $762,500 in materials and services. In 1981, volume consisted of $4,600,000 in media, $481,000 in materials and services. Account gained: Houston Rockets. Billings breakdown: Newspapers 15%, magazines 5%, radio 30%, spot tv 35%, outdoor 10%, other 5%. Employes: 12. Top execs: William H. Fogarty, Richard E. Klein, principals.

Phone: (713) 528-3354.

Peter Forstenzer Inc., New York, had estimated gross income of $110,000 and net income of $33,000 in 1982 on billings of $761,641. In 1981, it reported gross income of $122,045 on billings of $634,936. Volume in 1982 consisted of $577,730 in media, $183,911 in materials and services. In 1981, volume consisted of $456,366 in media, $178,570 in materials and services. Accounts gained: Chemical Dynamics Corp., Religious Lists Co., US Monitor Corp., Emulsion Systems Inc. Billings breakdown: Newspapers 10%, magazines 60%, direct mail 30%. Employes: 4. Top exec: Peter Forstenzer, president.

Phone: (212) 697-8725.

Foster Peterson & Kostopoulos, Boston, had estimated gross income of $352,500 in 1982 on billings of $2,350,000. In 1981, it had estimated gross income of $225,000 on billings of $1,500,000. The agency did not break out its volume for either year. Accounts gained: Valtec-A Philips/M/A Com Venture, Pioneer Financial, Ames Color-File, Ames Safety Envelope, 3C Co., S. Starensier, Norton-Process E division, WRKO radio, Carter Rice Storrs Bement. Lost: Woburn Foreign Motors and Yankee Leasing. Billings breakdown: Newspapers 30%, magazines 20%, radio 20%, spot tv 5%, cable tv 10%, outdoor 10%, direct mail 5%. Employes: 10. Top execs: Robert Foster, president; Roger Peterson, secretary/treasurer.

Phone: (617) 536-2525.

Fotheringham & Associates, Salt Lake City, reported gross income of $881,217 in 1982 on billings of $5,147,214. In 1981, it reported gross income of $739,890 on billings of $3,371,292. Volume in 1982 consisted of $1,194,324 in media, $1,402,271 in materials and services and $2,550,619 in capitalized fees. In 1981, volume consisted of $1,248,141 in media, $748,152 in materials and services and $1,375,000 in capitalized fees. Ac-

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counts gained: Winder Dairy, Bajan Travel, Cambridge Crossing Restaurant, Maxfields Candy, Wallace Associates, Bonneville Group, Rothwell Development, Felt Electric. Lost: Diasonics. Billings breakdown: Newspapers 31%, magazines 11%, radio 21%, spot tv 32%, outdoor 5%. Employes: 17. Top exec: Robert S. Fotheringham, president.

Phone: (801) 521-2903.

Alan Frank & Associates, Salt Lake City, reported gross income of $279,909 in 1982 and net income of $18,915, on billings of $7,148,200. In 1981, it reported gross income of $288,556 and net income of $19,500 on billings of $7,374,236. Volume in 1982 consisted of $6,173,576 in media, $47,120 in materials and services and $927,504 in capitalized fees. In 1981, volume consisted of $6,364,511 in media, $48,578 in materials and services and $961,147 in capitalized fees. Accounts gained: Continental Bank and Trust, U.S. Air Force Recruiting, Levoy's Image Dynamics. Lost: Skaggs Drug Centers, Bank of Utah. Billings breakdown: Newspapers 38%, radio 10%, spot tv 40%, outdoor 10%, direct mail 2%, Employes: 19 in two offices. Top exec: Alan F. Frank, president.

Phone: (801) 486-7455.

Frank/James Direct Marketing Co., Clayton, Mo., reported gross income of $460,000 in 1982 on billings of $3,533,000. In 1981, it reported gross income of $285,000 on billings of $3,935,000. Volume in 1982 consisted of $104,000 in media, $456,000 in materials and services and $2,973,000 in capitalized fees. In 1981, volume consisted of $161,000 in media, $239,000 in materials and services and $3,535,000 in capitalized fees. Accounts gained: Velsicol Chemical Corp., Elanco Products Co., Southwestern Bell, Swiss American, Missouri Division of Economic Development. Billings breakdown: Magazines 3%, business papers 2%, direct mail 95%. Employes: 17. Top execs: Frank Roth, president; Gary Miller, exec vp and general manager; William Shewman, vp; Charles Stillwell, treasurer, and Vicki Savala, corporate secretary.

Phone: (314) 726-4600.

Franklin & Associates, San Diego, reported gross income of $993,651 in 1982 on billings of $6,625,000. In 1981, it reported gross income of $748,816 on billings of $5,000,000. No volume breakdown was provided for either year. Accounts gained: Chicago Brothers Pizza Restaurants, Chicago Brothers Frozen Pizza, IMEC Electronic Component Fabricators, San Diego Chicken. Lost: 60-Minute Photo Stores. Billings breakdown: Newspapers 35%, magazines 10%, radio 25%, spot tv 20%, outdoor 5%, direct mail 5%. Employes: 24. Top execs: Bob Cerasoli, president; Jeanne Vanderburg, senior vp-production.

Phone: (619) 238-1123.

Ben Franklin Advertising, Santa Monica, Cal., had estimated gross income of $75,000 in 1982 on billings of $500,000. It did not report its 1981 figures. Volume in 1982 consisted of $500,000 in media. Accounts gained: Baby Touch Ltd., CEA Unique Gifts, Holland Farms, Moonshadows, Rose's Wine Club, Sohma Corp., Vegas World, Worldwide Corp., Yarn Paradise, Audio Arts Inc., Creative Promotional Products, Nancy Landers of Cal., Royal Creations Inc., Woodbury Creations, Santa Monica Chamber of Commerce. Billings breakdown: Newspapers 10%, magazines 25%, supplements 5%, direct mail 50%, other 10%. Employes: 3. Top exec: Hal Seidel, president.

Phone: (213) 451-8973.

Franznick & Cusatis, New York, reported gross income of $724,325 and net income of $61,614 in 1982 on billings of $5,086,339. In 1981, it reported gross income of $711,951 and net income of $54,263 on billings of $4,732,579. Volume in 1982 consisted of $1,904,628 in media, $1,003,256 in materials and services and $2,178,455 in capitalized fees. In 1981, volume consisted of $1,781,427 in media, $932,604 in materials and services and $2,018,548 in capitalized fees. Accounts gained: Jack Lenor Larsen, *Mechanix Illustrated*, Marushka, Segmented Access Marketing. Lost: *American Health*, *Science Digest*. Billings breakdown: Newspapers 18%, magazines 42%, radio 20%, network tv 15%, outdoor 5%. Employes: 12. Top execs: Philip E. Franznick, president; J. Kathleen Cusatis, exec vp.

Phone: (212) 696-4260.

Fraser Advertising, Atlanta, reported gross income of $77,000 in 1982 on billings of $512,050. The agency did not report figures for 1981. Volume in 1982 consisted of $320,000 in media, $92,000 in materials and services and $100,050 in capitalized fees. Account gained: National Pick'N'Pack Warehouse Services. Lost: Associated Warehouses, Couzens Distribution System. Billings breakdown: Newspapers 15%, radio 2%, spot tv 40%, business papers 20%, direct mail 6%, other 17%. Employes: 2. Top exec: Neil L. Fraser, president.

Phone: (404) 892-7060.

Sheldon Fredericks Advertising, New York, reported gross income of $511,000 and net income of $88,000 in 1982 on billings of $4,988,000. In 1981, it reported gross income of $565,000 and net income of $98,000 on billings of $5,373,000. Volume in 1982 consisted of $2,981,000 in media, $885,000 in materials and services and $1,152,000 in capitalized fees. In 1981, volume consisted of $3,120,000 in media, $911,000 in materials and services and $1,342,000 in capitalized fees. Billings breakdown: Newspapers 35%, magazines 17%, radio 7%, network tv 23%, spot tv 4%, direct mail 14%. Employes: 15. Top exec: F.A. Schwartz, president.

Phone: (212) 867-0110.

Fricke 3 Inc., Raleigh, N.C., reported gross income of $346,205 in 1982 on billings of $1,935,454. In 1981, it reported gross income of $354,362 on billings of $1,838,363. Volume in 1982 consisted of $1,083,285 in media, $645,532 in materials and services and $206,637 in capitalized fees. In 1981, volume consisted of $836,133 in media, $796,794 in materials and services and $205,436 in capitalized fees. Account gained: Carolina Trailways. Billings breakdown: Newspapers 20%, magazines 30%, radio 10%, spot tv 5%, outdoor 20%, business papers 15%. Employes: 7. Top execs: C.H. Fricke III, president; Jean Mitchell, vp-media.

Phone: (919) 872-0900.

Gabel Advertising, Colorado Springs, Colo., reported gross income of $313,460 in 1982 on billings of $2,470,474. In 1981, it reported gross income of $324,812 on billings of $2,357,462. Volume in 1982 consisted of $1,119,462 in media, $273,940 in materials and services and $1,077,072 in capitalized fees. In 1981, volume consisted of $1,047,620 in media, $261,185 in materials and services and $1,048,657 in capitalized fees. Accounts gained: Sinton Food Co., Interactive Management Systems, Micro-Med, Superflow. Billings breakdown: Newspapers 31%, magazines 13%, radio 14%, network tv 38%, outdoor 3%, direct mail 1%. Employes: 11. Top exec: Kurt Gabel, president.

Phone: (303) 636-2361.

Gable Agency, San Diego, reported gross income of $644,184 in 1982 on billings of $4,300,000. In 1981, it reported gross income of $489,979 on billings of $3,200,000. The agency did not break out its volume for either year, but reported $4,300,000 in capitalized fees for 1982 and $3,200,000 in 1981 capitalized fees. Accounts gained: Carlsbad Research Center, Long Beach Shoreline Village, Koll Co., Gaslamp Quarter Historical Area, Ne-Mo's Bakery. Billings breakdown: Newspapers 16%, magazines 36%, radio 18%, spot tv 21%, outdoor 2%, direct mail 3%, other 4%. Employes: 20. Top execs: Tom Gable, president; Michael W. Sund, exec vp.

Phone: (619) 234-1300.

J. Ronald Gaffe, Inc., Okemos, Mich., reported gross income of $201,116 in 1982 on billings of $1,360,902. Its gross income in 1981 was $143,414 on billings of $777,872. Volume in 1982 consisted of $331,505 in media, $322,593 in materials and services and $706,803 in capitalized fees. In 1981 volume consisted of $304,168 in media, $300,284 in materials and services and $173,420 in capitalized fees. Accounts gained: Williams Autoworld. Billings breakdown: Newspapers 34%, radio 16%, spot tv 50%. Employes: 6. Top exec: J. Ronald Gaffe, president.

Phone: (517) 349-6770.

Gardiner Advertising, Salt Lake City, reported gross income of $446,577 in 1982 on billings of $3,167,895. In 1981, it reported gross income of $514,450 on billings of $3,478,932. Volume in 1982 consisted of $1,271,494 in media, $522,884 in materials and services and $1,373,517 in capitalized fees. In 1981, volume consisted of $1,637,105 in media, $574,580 in materials and services and $1,267,247 in capitalized fees. Accounts gained: Birth & Family Center, John Short & Associates. Lost: Dee's Drive-Ins. Billings breakdown: Newspapers 11%, magazines 12%, radio 10%, spot tv 29%, outdoor 3%, other 35%. Employes: 14. Top exec: H.H. Gardiner, president.

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Gross income under $1,000,000

Gardner Communications, San Francisco, reported gross income of $867,500 in 1982 on billings of $5,784,000. In 1981, it reported gross income of $852,600 on billings of $5,684,000. Volume in 1982 consisted of $3,600,000 in media, $850,000 in materials and services and $1,334,000 in capitalized fees. In 1981, volume consisted of $3,500,000 in media, $850,000 in materials and services and $1,334,000 in capitalized fees. Accounts gained: Ghirardelli Square, Menlo Trading Co. Lost: Equitec Financial Group. Billings breakdown: Newspapers 20%, magazines 15%, radio 20%, spot tv 35%, outdoor 5%, direct mail 5%. Employes: 17. Top exec: Robert K. Gardner, president-creative director.

Phone: (415) 434-2191.

George, Gibbs, Hammerman & Myers Advertising, St. Louis, reported gross income of $575,000 in 1982, on billings of $5,834,000. In 1981, it reported gross income of $480,000 on billings of $3,200,000. The agency does not break out its volume. Accounts gained: Beam of St, Louis, Chintz, Prints & More, Continental Furs. Billings breakdown: Newspapers 4%, magazines 1%, radio 40%, spot tv 42%, outdoor 1%, business papers 10%, transit advertising 1%, direct mail 1%. Employes: 12. Top execs: Irven Hammerman, chairman; Henry George, president; Louis Myers, senior vp.

Phone: (314) 428-9850.

Gillespie Advertising, Princeton, N.J., reported gross income of $847,301 in 1982 on billings of $7,109,013. In 1981, it reported gross income of $797,423 on billings of $5,789,448. Volume in 1982 consisted of $2,570,830 in media, $1,310,490 in materials and services and $3,227,693 in capitalized fees. In 1981, volume consisted of $1,946,764 in media, $963,412 in materials and services and $2,879,272 in capitalized fees. Accounts gained: Scottish & York International, Hill Refrigeration, Godiva Chocolatier, Bank of Mid-Jersey, C&D Batteries, Prince Racquets, Hovnanian Enterprises, Ward's Communications, Scanticon, Security Savings & Loan Assn. Lost: Landau and Internote USA. Billings breakdown: Newspapers 29%, magazines 30%, supplements 1%, radio 5%, spot tv 6%, outdoor 0.4%, business papers 7%, point of sale 1.6%, direct mail 20%. Employes: 25. Top execs: Richard J. Gillespie, president; Stephen M. Kirschner, exec vp.

Phone: (609) 452-1116.

Glasheen Advertising, New York, reported gross income of $990,001 in 1982 on billings of $7,434,974. In 1981, it reported gross income of $986,352 on billings of $6,550,526. Volume in 1982 consisted of $3,920,000 in media, $232,000 in materials and services and $3,282,974 in capitalized fees. In 1981, volume consisted of $3,341,327 in media, $182,333 in materials and services and $3,026,866 in capitalized fees. Accounts gained: Tough Ball rolling ball pens, Executive Complex, Joannie Greggan's Aerobic Dance Album, Valley Girl T-Shirts, Windsor Total Video. Lost: P. Baker Ltd., Duragem Jewelry, Lee's Art Shop, Durusel Carpets. Billings breakdown: Newspapers 20%, magazines 30%, spot tv 10%, business papers 20%, point of sale 10%, direct mail 10%. Employes: 5. Top execs: Pete Glasheen, president; Carol Glasheen, associate creative director.

Phone: (212) 355-7920.

Goff Communications, Corning, N.Y., reported gross income of $277,156 and net income of $15,387 in 1982 on billings of $1,848,116. In 1981, it reported gross income of $290,571 and net income of $17,022 on billings of $1,934,779. Volume in 1982 consisted of $961,945 in media, $351,177 in materials and services and $534,994 in capitalized fees. In 1981, volume consisted of $1,092,068 in media, $316,848 in materials and services and $525,863 in capitalized fees. Figures include a subsidiary, Design 34 Associates. Accounts gained: Elmira Savings & Loan Assn., Schweizer Aircraft Corp. Billings breakdown: Newspapers 37%, supplements 2%, radio 19%, spot tv 4%, outdoor 2%, business papers 27%, point of sale 3%, direct mail 6%. Employes: 7. Top execs: H. David Goff, president; John V. Goff, exec vp.

Phone: (607) 962-2431.

Goldfarb Hoff & Co., Southfield, Mich., had an estimated gross income of $750,000 in 1982 on billings of $5,040,000. In 1981, its estimated gross income was $685,000 on billings of $4,575,000. Volume in 1982 consisted of $4,575,000 in media and $465,000 in materials and services. In 1981, volume consisted of $4,225,000 in media and $350,000 in materials and services. Account gained: Roman Cleanser Co. Billings breakdown: Newspapers 15%, magazines 5%, radio 10%, spot tv 60%, business papers 3%, point of sale 3%, direct mail 4%. Employes: 11. Top execs: Robert Goldfarb, president; Stephen Hoff, exec vp.

Phone: (313) 557-8400.

Gonsor & Wilson Communications, Westport, Conn., reported gross income of $196,000 in 1982 on billings of $831,900. In 1981, it reported gross income of $175,000 on billings of $532,700. Volume in 1982 consisted of $222,900 in media, $381,000 in materials and services and $228,000 in capitalized fees. In 1981, volume consisted of $78,400 in media, $435,200 in materials and services and $19,100 in capitalized fees. Accounts gained: Graham-Massey Analytical Labs, Program Design Inc., ITT Rayonier (project), EML Automation Inc., General Analysis Corp. (project). Lost: General Electric Semiconductor Products, Mathews & Co. Billings breakdown: Newspapers 2%, magazines 15%, business papers 15%, point of sale 5%, direct mail 5%, other 58%. Employes: 5. Top execs: Hamilton Wilson, president; Pearl Richman, treasurer.

Phone: (203) 222-0233.

Graphic Design Ad-Group, Chattanooga, Tenn., reported gross income of $692,115 in 1982 on billings of $4,451,646. In 1981, it reported gross income of $621,962 on billings of $3,965,140. Volume in 1982 consisted of $841,953 in media, $749,493 in materials and services and $2,860,200 in capitalized fees. In 1981, volume consisted of $736,582 in media, $547,836 in materials and services and $2,680,722 in capitalized fees. Accounts gained: Radio & Appliance, Shore Stop Food Store, D.M. Steward Co., United American Bank, Progressive Gardening Institute, Republic Parking, Franklin Haney Co., Cleveland Bank & Trust. Billings breakdown: Newspapers 7%, magazines 13%, radio 9%, spot tv 27%, cable tv 1%, outdoor 5%, farm publications 1%, transit advertising 2%, point of sale 29%, direct mail 6%. Employes: 16. Top execs: Robert C. Waller, president; Edward J. Niedbala, vp; J. Bert Caldwell, secretary; James M. Storey, treasurer.

Phone: (615) 756-5290.

Graphic Workshop, Emerson, N.J., reported estimated gross income of $580,000 in 1982 on billings of $3,874,445. In 1981, it reported estimated gross income of $600,000 on billings of $4,015,000. The agency did not break out billings for 1982 or 1981. Billings include five subsidiaries, Graphicom Corp., Graphicom Management Communications, Graphicom Typographers, Graphicom Lithographers, Slidemasters. Billings breakdown: Newspapers 9%, magazines 12%, radio 1%, spot tv 1%, outdoor 0.5%, business papers 24%, point of sale 2%, direct mail 17%, other 33.5%. Employes: 18 in three offices. Top execs: Allen Nudelman, president; Kenneth I. Weissman, exec vp/secretary.

Phone: (201) 967-8500.

Graphicus 14, Morristown, N.J., reported gross income of $774,652 and net income of $44,991 in 1982 on billings of $7,548,175. In 1981, it reported gross income of $652,226 and net income of $40,728 on billings of $6,898,173. Volume in 1982 consisted of $4,872,000 in media and $2,676,175 in materials and services. In 1981, volume consisted of $4,348,173 in media and $2,550,000 in materials and services. Gained: TRW, Englehard, Mennen Co. (marketing projects, new products), Entenmann's (consumer, general foods), Leon Associates, Ikegami Electronics, State Electronics, Mars Electronics, Louris Watches, Fancourt Industries, Wella Products (sales promotion projects, watches). Lost: Mepco/Electra, City Financial. Billings breakdown: Newspapers 10%, magazines 45%, radio 2%, spot tv 5%, point of sale 10%, direct mail 25%, other 3%. Employes: 14. Top execs: Owen M. O'Sullivan, president.

Phone: (201) 267-1440.

Greene & Claire, New York, reported gross income of $833,000 in 1982 on billings of $5,852,000. In 1981, it reported gross income of $808,900 on billings of $5,700,000. Volume includes non-U.S. revenue of $620,000 and $580,000 for 1982 and 1981, respectively. Non-U.S. income included in its results came to $93,000 in 1982 and $87,000 in 1981. Volume in 1982 consisted of $3,166,000 in media, $939,000 in materials and services and $1,127,000 in capitalized fees. In 1981, volume consisted of $3,245,000 in media, $975,000 in materials and services and $900,000 in capitalized fees. Accounts gained: Lamp & Shade Institute of America, Y.S. Line America, Pendrick Reeves Associates. Billings breakdown: Newspapers 20%, magazines 20%, supplements 10%, radio 5%, spot tv 15%, business papers 15%, point of sale 5%, direct mail 10%. Employes: 18 in two offices. Top execs: Don Greene, president; Arthur Abravanel, vp.

Phone: (212) 695-5800.

Greenwald/Christian Advertising, Philadelphia, reported gross income of $599,970 in 1982 on billings of $4,000,000. In 1981, it reported gross income of $299,985 on billings of $2,000,000. Volume in 1982 consisted of $3,399,800 in media, $200,000 in materials and services and $400,200 in capitalized fees. In 1981, volume consisted of $1,699,900 in media, $100,000 in materials and services and $200,100 in capitalized fees. Accounts gained: Eden Restaurants, Garden Restaurant, Diane Bryman Orientals, *Courier Post*. Billings breakdown: Newspapers 30%, magazines 8%, radio 30%, network tv 25%, outdoor 2%, business papers 1%, transit advertising 1%, direct mail 2%, other 1%. Top execs: Joseph T. Greenwald, president; Caye Christian, exec vp.

Phone: (215) 568-9797.

Gregory & Clyburne, New York, had estimated gross income of $550,000 in 1982 on billings of $3,668,500. In 1981, it had estimated gross income of $475,000 on billings of $3,194,743. The agency reported $3,668,500 in capitalized fees for 1982. In 1981 it had $3,194,743 in capitalized fees. Accounts gained: *House Beautiful*, Alta Technology. Billings breakdown: Magazines 20%, business papers 30%, direct mail 30%, other 20%. Employes: 11 in two offices. Top execs: James Gregory, president; Evelyn Clyburne, treasurer; Alison Gilbert, exec vp.

Phone: (212) 686-3338.

Gregory Inc., Cleveland, reported gross income of $786,815 in 1982 on billings of $6,576,011. In 1981, it reported gross income of $879,123 on billings of $7,347,498. Volume in 1982 consisted of $1,221,656 in media, $677,098 in materials and services and $4,677,257 in capitalized fees. In 1981, volume consisted of $1,363,024 in media, $758,489 in materials and services and $5,225,985 in capitalized fees. Included in the agency's figures are the billings and income of two subsidiaries: ADS Inc. and Gregory PR. Accounts gained: Capital University (Cleveland Center), Fairmount Tool & Forging and Lubriquip divisions of Houdaille Industries, White Engines, Inc., Zee Medical Service, Reliance Fuse, Eliance Electric/Weighing & Controls Group. Lost: Micro-Mo Electronics and Warner & Swasey Financial Corp. Billings breakdown: Newspapers 3%, magazines 79%, radio 2%, outdoor 1%, other 15%. Employes: 28. Top exec: Joseph A. Rini, president.

Phone: (216) 621-9632.

HMK Advertising, Chestnut Hill, Mass., had gross income of $800,000 in 1982, on billings of $7,000,000. In 1981, it had gross income of $550,000 on billings of $4,500,000. Volume in 1982 consisted of $5,000,000 in media and $2,000,000 in materials and services. In 1981, volume consisted of $3,000,000 in media and $1,500,000 in materials and services. Billings breakdown: Newspapers 70%, magazines 10%, point of sale 5%, direct mail 15%. Employes: 17 in one office. Top exec: Harvey M. Karp, president.

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Haddad, Lawrence Advertising, Studio City, Cal., had estimated gross income of $750,000 in 1982 on billings of $5,000,000. In 1981, it had estimated gross income of $600,000 on billings of $4,000,000. No volume breakdown was provided for either year. Accounts gained: ABC-TV, Ajinomoto USA, Bethany Towers. International Rectifier, Light Signatures, Max Factor, Tetra Tech, Tony Roma's (Pacific Northwest franchisee), Toyota Motor Sales USA, Teledyne (corporate). Lost: Everest & Jennings. Billings breakdown: Newspapers 30%, magazines 25%, radio 10%, spot tv 10%, outdoor 5%, point of sale 5%, direct mail 5%, other 10%. Employes: 19. Top execs: Daniel E. Lawrence, president; Robert J. Haddad, exec vp; John M. Bodkin, Donald L. Potter, Vivian S. Warshaw, Frank Moran, managing directors.

Phone: (213) 508-6100.

Hahn, Crane & Associates, Chicago, had an estimated gross income of $590,000 in 1982 on billings of $3,935,000. It did not report figures for 1981. Volume in 1982 consisted of $500,000 in media, $100,000 in materials and services and $3,335,000 in capitalized fees. Accounts gained: Institute for Small Business, Encyclopaedia Britannica corporation patient education/nursing education. Lost: American Animal Assn. Billings breakdown: Radio 25%, spot tv 25%, other 50%. Employes: 8. Top exec: Fred E. Hahn, president.

Phone: (312) 467-0100.

Haller Schwarz, Los Angeles, reported gross income of $698,000 in 1982 on billings of $4,650,000. In 1981, it reported gross income of $650,000 on billings of $4,300,000. It did not report volume breakdown for either year. Accounts gained: Hollywood Times Stage, Luv-It, Energie and Garvey Gear Fashion. Lost: VHD Programs Inc., Roland Menswear (discontinued). Billings breakdown: Newspapers 10%, magazines 35%, business papers 30%, other 25%. Employes: 11. Top execs: Henry Schwarz, president; Anthony B. Haller, senior vp-creative; Clem Scharwath, senior vp-marketing and client services.

Phone: (213) 462-4433.

Hammond Wright Communications, Pittsford, N.Y., reported gross income of $261,890 on billings of $834,039 in 1982, its first full year in business. Volume in 1982 consisted of $151,866 in media, $9,247 in materials and services and $672,926 in capitalized fees. Billings breakdown: Newspapers 10%, magazines 60%, supplements 15%, network tv 5%, spot tv 5%, farm publications 5%. Employes: 14. Top exec: John E. Hammond, president.

Phone: (716) 248-2300.

Don Hansen Advertising, Westport, Conn., reported gross income of $830,000 in 1982 on billings of $4,800,000. In 1981, it reported gross income of $710,000 on billings of $4,300,600. Volume in 1982 consisted of $1,750,000 in media, $1,103,000 in materials and services and $1,947,000 in capitalized fees. In 1981, volume consisted of $1,575,000 in media, $991,400 in materials and services and $1,734,200 in capitalized fees. Accounts gained: Choice Vend Industries, Decision Resources, SMA, Independent Bank Network, Emett & Chandler. Lost: Jaffa, Paris III Fashions, Fleur du Jour. Billings breakdown: Newspapers 20%, magazines 15%, radio 20%, spot tv 5%, business papers 40%. Employes: 10. Top exec: Donald G. Hansen.

Phone: (203) 227-9567.

Bryan Hardwick Associates, Palos Verdes Estates, Cal., reported gross income of $436,497 in 1982 on billings of $2,799,756. In 1981, it reported gross income of $391,018 on billings of $2,523,915. Volume in 1982 consisted of $74,906 in media, $555,140 in materials and services and $2,169,710 in capitalized fees. In 1981, volume consisted of $2,183 in media, $474,703 in materials and services and $2,047,029 in capitalized fees. It reported five accounts gained and two accounts lost. The agency did not break down billings. Employes: 13. Top execs: Bryan Hardwick, president; Brooks Roddan, vp.

Phone: (213) 375-2547.

Harland-Tine Advertising, Hartford, Conn., reported gross income of $835,100 in 1982, on billings of $5,757,114. In 1981, it reported gross income of $638,380 on billings of $4,420,339. Volume in 1982 consisted of $2,019,445 in media, $288,052 in materials and services and $3,449,617 in capitalized fees. In 1981, volume consisted of $1,683,703 in media, $163,184 in materials and services and $2,573,452 in capitalized fees. Accounts gained: Hitchcock Chair Co., Waring Products, Intertel, Avco Computer Services, Stone School, Energy Sciences Inc., Woodland House, Barkan Properties. Billings breakdown: Newspapers 35%, magazines 5%, radio 20%, spot tv 15%, business papers 20%, other 5%. Employes: 21. Top execs: Susan Harland, president; David Tine, exec vp.

Phone: (203) 246-5451.

Harmon Smith, Kansas City, reported gross income of $815,000 in 1982 on billings of $5,317,916. In 1981, it reported gross income of $890,610 on billings of $5,590,792. Volume in 1982 consisted of $1,821,253 in media, $1,826,195 in materials and services and $1,670,468 in capitalized fees. In 1981, volume consisted of $1,998,269 in media, $2,130,419 in materials and services and $1,462,104 in capitalized fees. Billings breakdown: Newspapers 20%, magazines 40%, radio 10%, spot tv 10%, business papers 15%, direct mail 5%. Employes: 18. Top execs: Austin Harmon, president; John Lee Smith, exec vp; Barbara Behner, treasurer.

Phone: (816) 756-0756.

Harrison Advertising, Yorkville, Ill., reported gross income of $93,073 and net income of $8,340 in 1982 on billings of $609,902. Volume in 1982 consisted of $201,580 in media, $96,500 in materials and services and $311,822 in capitalized fees. Account gained: Oaktron Industries. Lost: Pyle Industries. Billings breakdown: Newspapers 2%, radio 3%, business papers 50%, point of sale 10%, direct mail 10%, other 25%. Employes: 4. Top exec: Glenn G. Harrison, president.

Phone: (312) 553-7150.

Hart/Conway Co., Rochester, N.Y., reported gross income of $785,270 in 1982 on billings of $5,238,937. In 1981, it reported gross income of $703,411 on billings of $4,443,519. Volume in 1982 consisted of $2,297,348 in media, $187,100 in materials and services and $2,754,489 in capitalized fees. In 1981, volume consisted of $1,947,419 in media, $130,198 in materials and services and $2,365,902 in capitalized fees. Accounts gained: University of Rochester (special projects), Rochester Philharmonic Orchestra, Kitchens by Donohue, Monroe Forgings, Moran's Paint & Wallpaper. Billings breakdown: Newspapers 41%, radio 24%, spot tv 21%, outdoor 10%, business papers 3%, transit advertising 1%. Employes: 20. Top execs: Peter B. Whitcombe, president-treasurer; William A. Westerfield, exec vp; Frederick J. Lapple, vp-secretary.

Phone: (716) 232-2930.

Hart Services, Chicago, had an estimated gross income of $960,000 in 1982, on billings of $6,400,000, all in media. In 1981, it reported gross income of $930,000 on billings of $6,200,000, also all in media. Accounts gained: Racquet Clothing for Men. Billings breakdown: Newspapers 10%, magazines 40%, radio 5%, network tv 5%, business papers 10%, point of sale 5%, direct mail 5%, other 20%. Employes: 30. Top exec: Edward R. Weed, president.

Phone: (312) 372-6300.

Haselow & Associates, Cleveland, reported gross income of $314,000 in 1982, on billings of $2,369,380. In 1981, it reported gross income of $246,000 on billings of $1,865,820. Volume in 1982 consisted of $150,000 in media, $125,000 in materials and services and $2,094,380 in capitalized fees. In 1981, volume consisted of $128,000 in media, $97,000 in materials and services and $1,640,820 in capitalized fees. Accounts gained: General Aluminium Forgings, General Drop Forge, Energy Conservation. Billings breakdown: Business papers 22%, farm publications 1%, direct mail 5%, pr 34%, sales literature 35%, research 3%. Employes: 7. Top exec: John H. Haselow, president.

Phone: (216) 831-6060.

Hazard Advertising, New York, reported gross income of $700,000 and net income of $35,000 in 1982 on billings of $4,780,000. In 1981, it reported gross income of $860,000 and net income of $50,000 on billings of $6,300,000. Volume in 1982 consisted of $2,800,000 in media, $650,000 in materials and services and $1,330,000 in capitalized fees. In 1981, volume consisted of $3,500,000 in media, $800,000 in materials and services and $2,000,000 in capitalized fees. Accounts lost: American Fiberglass, Taylor & Co. Billings breakdown: Newspapers 6%, radio 2%, outdoor 2%, business papers 30%, farm publications 3%, point of sale 7%, direct mail 22%, other 28%. Employes: 15. Top exec: William Mordwin, president.

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Heffner & Cook, Richmond, Va., had estimated gross income of $65,000 in 1982 on billings of $445,700. In 1981, it had estimated gross income of $55,000 on billings of $385,400. Volume in 1982 consisted of $242,000 in media, $97,000 in materials and services and $106,700 in capitalized fees. In 1981, volume consisted of $206,000 in media, $93,400 in materials and services and $86,000 in capitalized fees. Billings breakdown: Newspapers 26%, magazines 10%, radio 9%, spot tv 2%, business papers 40%, direct mail 8%, other 5%. Employes: 1. Top exec: Marvin K. Heffner, president.

Phone: (804) 648-6402.

Help Wanted Advertising, Boston, had estimated gross income of $845,000 in 1982 on billings of $5,780,000. In 1981, it had estimated gross income of $925,000 on billings of $6,280,000. Volume in 1982 consisted of $5,600,000 in media and $180,000 in materials and services. In 1981, volume consisted of $6,150,000 in media and $130,000 in materials and services. Billings breakdown: Newspapers 80%, radio 5%, business papers 15%. Employes: 7. Top exec: Leo Rabinowitz, president.

Phone: (617) 523-3000.

Hicks & Grayson, Coral Gables, Fla., had gross income of $378,842 and net income of $37,004 in 1982, on billings of $2,367,000. In 1981, it had gross income of $360,845 and net income of $33,620 on billings of $1,937,000. Volume in 1982 and 1981 was entirely in media. Accounts gained: Coral Gables Lincoln-Mercury, Horizons 2000, First American Investment Corp., Jupiter Bay, The Allen Morris Co. Billings breakdown: Newspapers 20%, magazines 8%, radio 18%, spot tv 35%, cable tv 1%, outdoor 1%, direct mail 2%, other 15%. Employes: 4 fulltime, 15 parttime. Top exec: Donald J. Hicks, president.

Phone: (305) 444-7463.

Hiebing Group, Madison, Wis., reported gross income of $605,421 in 1982 and net income of $165,572 on billings of $4,616,659. The agency began in June, 1981, and in the last half of that year reported gross income of $258,394 on billings of $1,973,798. Volume in 1982 consisted of $753,579 in media, $536,125 in materials and services and $3.326,955 in capitalized fees. In the last half of 1981, volume consisted of $367,775 in media, $233,313 in materials and services and $1,372,709 in capitalized fees. Accounts gained: Adolph Coors Co. 18-24 marketing/promotion, Kimberly Clark Kleenex promotion, Famous Footwear consulting/research, W.T. Rogers. Lost: Teleprompter. Billings breakdown: Newspapers 5%, magazines 5%, radio 4%, spot tv 75%, outdoor 1%, point of sale 1%, direct mail 2%, other (collateral) 7%. Employes: 16. Top execs: Roman G. Hiebing Jr., president.

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High Plains Advertising, Dodge City, Kan., reported gross income of $189,945 in 1982 and net income of $5,698 on billings of $1,258,769. In 1981, it reported gross income of $256,086 and net income of $6,717 on billings of $1,119,864. Volume in 1982 consisted of $328,000 in media and $930,469 in capitalized fees. In 1981, volume consisted of $256,086 in media and $863,778 in capitalized fees. Account gained: Magouirk Chevrolet. Billings breakdown: Newspapers 12%, radio 45%, spot tv 11%, outdoor 1%, farm publications 4%, point of sale 17%, direct mail 7%, other 3%. Employes: 3. Top exec: Joe Berkely, president.

Phone: (316) 227-7171.

Hilleman House, Minnetonka, Minn., reported gross income of $471,514 in 1982 on billings of $3,144,435. In 1981, it reported gross income of $433,133 on billings of $2,888,360. Volume in 1982 consisted of $726,514 in media, $395,817 in materials and services and $2,022,104 in capitalized fees. In 1981, volume consisted of $987,249 in media, $296,556 in materials and services and $1,604,555 in capitalized fees. Accounts gained: SeedTec International, Norwesco (media storage group), Dunham Lehr, Major Computer, Satellite Industries, Vigortone Ag Products (Lacto products), Oxan, Laser Leasing, PCM Marketing, SCRS Inc. Lost: Ziegler Caterpillar. Resigned: Arrowhead Inc., Enercon Heat Exchangers. Billings breakdown: Magazines 6%, radio 18%, spot tv 5%, outdoor 5%, business papers 10%, farm publications 39%, point of sale 2%, direct mail 5%, other 10%. Employes: 8. Top exec: Duane R. Hilleman, president.

Phone: (612) 933-2460.

Hinton, Steel & Nelson, Seattle, reported gross income of $296,527 and net income of $2,500 in 1982 on billings of $2,282,692. In 1981, it reported gross income of $295,441 and net income of $12,049 on billings of $2,328,300. Volume in 1982 consisted of $489,719 in media, $445,567 in materials and services and $1,347,406 in capitalized fees. In 1981, volume consisted of $522,563 in media, $366,558 in materials and services and $1,439,179 in capitalized fees. Accounts gained: Justus Homes, Pacific Northwest Ballet, Point Defiance Zoo and Aquarium, Western Cabinet. Lost: Allsop Ski, Northwest Trek. Billings breakdown: Newspapers 25%, magazines 10%, radio 20%, spot tv 10%, business papers 20%, other 15%. Employes: 9. Top execs: Dennis Hinton, president; David Steel, secretary-treasurer.

Phone: (206) 623-0852.

Hirsch Elliott, New York, reported gross income of $478,540 in 1982 on billings of $3,017,959. In 1981, it reported gross income of $631,784 on billings of $3,946,874. Volume in 1982 consisted of $551,000 in media, $979,549 in materials and services and $1,487,410 in capitalized fees. In 1981, volume consisted of $745,000 in media, $1,374,294 in materials and services and $1,827,580 in capitalized fees. Figures do not include Barmmer Elliott, its public relations subsidiary. Account gained: Safeguard Business Systems. Billings breakdown: Newspapers 25%, magazines 5%, radio 2%, business papers 27%, direct mail 8%, other (brochures, audio visual) 33%. Employes: 18. Top execs: Don Elliott, president; Bernie Hirsch, creative director.

Phone: (212) 686-6452.

J.P. Hogan & Co., Knoxville, Tenn., reported gross income of $853,800 and net income of $56,865 in 1982 on billings of $5,692,000. In 1981, it reported gross income of $840,000 and net income of $73,500 on billings of $5,600,000. Volume in 1982 consisted of $1,732,250 in media, $1,016,950 in materials and services and $2,942,800 in capitalized fees. In 1981, volume consisted of $1,808,400 in media, $916,600 in materials and services and $2,875,000 in capitalized fees. Accounts gained: *Fortune*, Massengill, Parish Development Corp., North American Phillips Consumer Electronics Co., Fisher-Haynes Corp., Industrial Paper & Packaging Corp., W.F. Martin Co., Synergistic Business Systems, Knoxville Hyatt Regency, National Assn. of Bedding Manufacturers. Lost: Appalachian National Life Insurance Co., DeSoto Inc., Wall Tube & Metal Products Co., West-Point Pepperell Carpet & Rug division (public relations), Chalet Village, Fidelity Federal Savings & Loan, Sovereign Ltd. Billings breakdown: Newspapers 18%, magazines 6%, radio 20%, spot tv 16%, outdoor 2%, business papers 24%, direct mail 6%, other 8%. Employes: 22. Top exec: Joseph P. Hogan, president.

Phone: (615) 546-7661.

Hood, Light & Geise, Harrisburg, Pa., had estimated gross income of $520,000 in 1982 on billings of $3,490,000. In 1981, it had estimated gross income of $370,000 on billings of $2,470,000. Volume in 1982 consisted of $1,166,000 in media, $350,000 in materials and services and $1,974,000 in capitalized fees. In 1981, volume consisted of $884,000 in media, $160,000 in materials and services and $1,426,000 in capitalized fees. Accounts gained: Northwest Bank, TVC Supply Co., Wolford's TV. Lost: Good's Furniture. Billings breakdown: Newspapers 24%, magazines 17%, radio 26%, network tv 19%, outdoor 14%. Employes: 13. Top exec: George H. Geise, president.

Phone: (717) 234-8091.

Hopkins & Associates, Avon, Conn., had estimated gross income of $140,000 in 1982 on billings of $939,219. In 1981, it had an estimated gross income of $125,000 on billings of $835,310. Volume in 1982 consisted of $145,000 in media, $96,764 in materials and services and $697,455 in capitalized fees. In 1981, volume consisted of $160,000 in media, $55,000 in materials and services and $620,310 in capitalized fees. Accounts gained: U.S. Plastic & Chemical Corp., Hopkins Vineyard, Moldex/Ensinger, Independent Insurance Agents of Connecticut, Mac Group. Lost: Systems Design Group. Billings breakdown: Newspapers 20%, magazines 35%, radio 20%, spot tv 15%, outdoor 5%, direct mail 5%. Employes: 5. Top exec: James E. Hopkins, president.

Phone:(203) 674-1448.

Horwitz, Mann & Bukvic, Cincinnati, reported gross income of $386,940 in 1982 on billings of $4,396,920. In 1981, it reported gross income of $295,300 on billings of $3,908,989. Volume in 1982 consisted of $1,639,785 in media, $357,835 in materials and services and $2,399,300 in capitalized fees. In 1981, volume consisted of $2,012,119 in media, $239,769 in materials and services and $1,657,101 in capitalized fees. Accounts gained: None. Lost: None. Billings breakdown: Newspapers 74%, magazines 6%, radio 11%, spot tv 7%, outdoor 2%. Employes: 9. Top execs: Lester V. Horwitz, Ronald J. Mann, David S. Bukvic.

Phone: (513) 631-7900.

David Hughley Advertising, Meridian, Miss., had gross income of $45,890 in 1982 on billings of $331,991. In 1981, it had gross income of $61,529 on billings of $451,702. Volume in 1982 consisted of $142,158 in media, $9,046 in materials and services and $180,787 in capitalized fees. In 1981, volume consisted of $217,960 in media, $10,396 in materials and services and $223,346 in capitalized fees. Accounts lost: Weems, Randall & Christian Insurance, Karl's Furniture Center. Billings breakdown: Newspapers 20%, magazines 2%, supplements 1%, radio 18%, network tv 20%, outdoor 2%, other 37%. Employes: 3. Top execs: David H. Hughley, president-treasurer; Judith B. Williams, vp; Lynn A. Hughley, secretary.

Phone: (601) 693-6076.

Hunter Barth Advertising, Santa Ana, Cal., reported gross income of $657,000 in 1982 on billings of $4,333,790. In 1981, it reported gross income of $577,000 on billings of $3,667,100. Volume in 1982 consisted of $3,000,000 in media, $420,000 in materials and services and $913,790 in capitalized fees. In 1981, volume consisted of $2,400,000 in media, $400,000 in materials and services and $867,100 in capitalized fees. Accounts gained: A-Copy, Business Services, Copy-R, Farmers & Merchants Bank, Inland Business Machines, Pacific Photocopy, Santa's Village, Southern Home Equities. Lost: Advanced Image Systems, Allegheny Copy Products, Alltime Watch, Copyprint, Leah's Fabric, Standard Office Systems. Billings breakdown: Newspapers 10%, radio 60%, spot tv 20%, direct mail 10%. Employes: 20. Top execs: Werner Paul Barth, president.

Phone: (714) 540-0707.

Huntsinger, Jeffer, VanGroesbeck Richmond, Va., had estimated gross income of $886,861 in 1982 on billings of $7,025,630. In 1981, it had an estimated gross income of $1,109,697 on billings of $7,313,[illegible]58. Volume in 1982 consisted of $1,02[illegible],438 in media and $6,002,192 in capitalized fees. In 1981, volume consisted of $1,196,882 in media, $734,413 in materials and services and $5,381,863 in capitalized fees. Account gained: Missionaries of Africa. Lost: Food for the Hungry. Billings breakdown: Newspapers 5%, magazines 22%, radio 1%, network tv 3%, spot tv 6%, cable tv 3%, direct mail 60%. Employes: 17. Top execs: Donald P. Jeffer, president; Jerald Huntsinger, Kevin VanGroesbeck, exec vp.

Phone: (804) 266-2499.

Huwen & Davies, Chicago, reported gross income of $612,000 in 1982 on billings of $4,082,000. In 1981, it reported gross income of $624,000 on billings of $4,160,000. Volume was not broken out for either year. Accounts gained: Interlake Inc., steel division, Micromedia Management, Clipper Express Co., Bradner Central Co., Heller Machine Tools Corp. Lost: LPM, Omron Retail Systems. Billings breakdown: Business papers 50%, other 50%. Employes: 19. Top execs: C.E. Huwen, chairman and president; L.P. Hayhurst, exec vp; G.A. Davies, vice-chairman; J.B. Peters, senior vp; S.C. Brand, secretary and treasurer.

Phone: (312) 853-2860.

Image Advertising, Roanoke, Va., had gross income of $215,000 and net income of $25,000 in 1982, on billings of $2,267,500. In 1981, it had gross income of $220,000 and net income of $25,000 on billings of $1,884,000. Volume in 1982 consisted of $600,000 in media, in materials and services and $1,667,500 in capitalized fees. In 1981, volume consisted of $550,000 in media and $1,334,000 in capitalized fees. Accounts gained: General Electric drive systems division, Micro World. Lost: Bank of Christiansburg, Albemarle Bank & Trust, Martin Travel. Billings breakdown: Newspapers 28%, magazines 2%, radio 18%, spot tv 22%, cable tv 1%, outdoor 1%, business papers 2%, point of sale 17%, direct mail 5%, other 4%. Employes: 8. Top exec: William H. Tanger III, president.

Phone: (703) 343-3693.

Image Dynamics, Baltimore, reported gross income of $590,611 and net income of $100,996 in 1982 on billings of $6,804,763. In 1981, it reported gross income of $444,099 and net income of $46,094 on billings of $4,581,416. Volume in 1982 consisted of $887,192 in media and $5,917,571 in capitalized fees. In 1981, volume consisted of $597,550 in media and $3,983,866 in capitalized fees. Accounts gained: Nottingham Properties, Greetings & Readings, KLNB Realtors, Mike Warren Co., Massey Coal Terminal Corp., Curtis Bay Co., *Gourmet*, Lunardi Food Service. Billings breakdown: Newspapers 20%, magazines 20%, supplements 2%, radio 30%, spot tv 15%, cable tv 1%, outdoor 3%, business papers 5%, transit advertising 1%, point of sale 1%, direct mail 1%, other 1%. Employes: 18. Top exec: Phyllis Brotman, president.

Phone: (301) 539-7730.

Impact Marketing & Communications, Boston, had estimated gross income of $650,000 in 1982 on billings of $4,167,500. In 1981, it had estimated gross income of $486,000 on billings of $3,134,000. Volume in 1982 consisted of $1,500,000 in media, $1,000,000 in materials and services and $1,667,500 in capitalized fees. In 1981, volume consisted of $1,200,000 in media, $600,000 in materials and services and $1,334,000 in capitalized fees. Accounts gained: Laboratory Technologies Corp., Modar Inc., Telesis Corp. Lost: Frelen. Billings breakdown: Magazines 80%, direct mail 20%. Employes: 15. Top execs: Betsyann Duvall, president; Robert J. Clawson, exec vp.

Phone: (617) 262-6250.

Impressive Advertising, Waynesboro, Va., reported gross income of $54,586 and net income of $15,339 in 1982 on billings of $399,439. In 1981, it reported gross income of $94,668 and net income of $15,769 on billings of $321,604. Volume in 1982 consisted of $222,861 in media, $15,551 in materials and services and $161,027 in capitalized fees. In 1981, volume consisted of $169,196 in media, $13,912 in materials and services and $138,496 in capitalized fees. Billings breakdown: Newspapers 65%, magazines 5%, business papers 15%, other 15%. Employes: 5. Top exec: T.W. Reynolds, president.

Phone: (703) 949-8964.

Ink Well Advertising, St. George, Utah, had estimated gross income of $185,000 in 1982 on billings of $820,754. In 1981, it had estimated gross income of $55,000 on billings of $208,471. Volume in 1982 consisted of $208,416 in media, $72,487 in materials and services and $539,851 in capitalized fees. In 1981, volume consisted of $53,650 in media, $27,554 in materials and services and $127,267 in capitalized fees. Accounts gained: Bel Viso, Four Seasons, Andelins Gable House, Court Club, Dixie Medical Center. Lost: None. Billings breakdown: Newspapers 55%, magazines 1%, radio 20%, network tv 19%, outdoor 5%. Employes: 3. Top execs: Wallace Brazzeal.

Phone: (801) 628-0484.

Intermark Advertising & Research, Salt Lake City, reported gross income of $354,941 in 1982 on billings of $2,735,555. In 1981, it reported gross income of $331,261 on billings of $2,738,054. Volume in 1982 consisted of $932,778 in media, $122,698 in materials and services and $1,680,079 in capitalized fees. In 1981, volume consisted of $960,726 in media, $112,250 in materials and services and $1,665,078 in capitalized fees. Accounts gained: Telemed, Sandy State Bank, Pioneer Bank, Speedi-Lube/Minit-Lube of Washington. Lost: U.S. Air Force Recruiting (regional). Billings breakdown: Newspapers 25%, magazines 20%, radio 18%, spot tv 30%, outdoor 5%, point of sale 1%, direct mail 1%. Employes: 12 in two offices. Top execs: Paul G. Remund, president; Larry J. Orton, exec vp.

Phone: (801) 484-6141.

JRL Advertising & Sales Promotion, Chester Springs, Pa., reported gross income of $390,000 in 1982 on billings of $2,600,000. In 1981, it reported gross income of $375,000 on billings of $2,500,000. Volume in 1982 consisted of $1,200,000 in media, $400,000 in materials and services and $1,000,000 in capitalized fees. In 1981, volume consisted of $1,300,000 in media, $400,000 in materials and services and $800,000 in capitalized fees. Accounts gained: Metabo Tools & Abrasives, KHI Anesthesiology. Billings breakdown: Newspapers 2%, magazines 10%, business papers 25%, direct mail 25%, other 38%. Employes: 5. Top exec: John R. Landan Jr., president.

Phone: (215) 827-9127.

Lloyd G. Jakeway Advertising, Houston, had estimated gross income of $110,000 in 1982 on billings of $712,000. In 1981, it had estimated gross income of $115,000 on billings of $725,810. Volume in 1982 consisted of $391,544 in media, $45,152 in materials and services and $275,304 in capitalized fees. In 1981, volume consisted of $397,000 in media, $42,000 in materials and services and $286,810 in capitalized fees. Billings breakdown: Newspapers 6%, magazines 8%, radio 35%, spot tv 5%, outdoor 46%. Employes: 3. Top exec: Lloyd E. Jakeway, president.

Phone: (713) 999-5959.

The Jason Group, New York, reported gross income of $500,000 in 1982 on billings of $3,750,000. In 1981, it reported gross income of $600,000 on billings of $4,075,000. Volume in 1982 consisted of $2,450,000 in media, $1,300,000 in materials and services. In 1981, volume consisted of $2,575,000 in media and $1,500,000 in materials and services. Accounts gained: Staflex, Emilio Rossi. Lost: Graphnet. Billings breakdown: Magazines 25%, radio 25%, spot tv 25%, direct mail 25%. Employes: 6. Top exec: Art Sasso, president.

Phone: (212) 759-9583.

William Jenkins Advertising, Philadelphia, had gross income of $324,000 in 1982, on billings of $2,160,000. In 1981, it had gross income of $263,000 on billings of $1,750,000. Volume in 1982 consisted of $2,160,000 in media. In 1981, volume consisted of $1,750,000 in media. Accounts gained: Artco Corp., King Tester Corp., Safetech Inc. Lost: Gessner Co. Billings breakdown: Newspapers 5%, magazines 5%, business papers 80%, direct mail 10%. Employes: 12. Top execs: Richard J. Look, president; Robert M. Dillett, chairman.

Phone: (215) 545- 8436.

T.S. Jenkins & Associates, Flint, Mich., reported gross income of $315,712 in 1982 on billings of $2,081,306. In 1981, it reported gross income of $293,387 on billings of $1,963,326. Volume in 1982 consisted of $780,227 in media, $169,500 in materials and services and $1,131,579 in capitalized fees. In 1981, volume consisted of $862,477 in media, $197,324 in materials and services and $903,525 in capitalized fees. Accounts gained: Hyatt Regency (Flint), Greater Flint HMO, Level IV, Windmill Place, Advance Electric, Pride Plastics, GMI Engineering & Mgmt Institute. Lost: Genesee Health Care. Billings breakdown: Newspapers 34%, magazines 13%, radio 23%, spot tv 20%, outdoor 10%. Employes: 9. Top execs: John G. LeSage, president.

Phone: (313) 235-5654.

Jiloty, Shipley & Associates, Holly Hill, Fla., had estimated gross income of $268,000 in 1982 on billings of $1,786,080. In 1981, it had estimated gross income of $206,000 on billings of $1,377,690. Volume in 1982 consisted of $535,925 in media, $254,544 in materials and services and $995,611 in capitalized fees. In 1981, volume consisted of $419,679 in media, $179,682 in materials and services and $778,329 in capitalized fees. Accounts gained: Aluma Shield Industries Inc., Hamburg International Reinsurance, Ocean East Resort Club, Pelican Bay, The Reef at Marathon and Bishop's Glen. Lost: Racal-Decca Marine Inc., Builders Federal. Billings breakdown: Newspapers 8%, magazines 20%, radio 5%, spot tv 5%, cable tv 2%, outdoor 10%, business papers 15%, transit advertising 5%, point of sale 10%, direct mail 20%. Employes: 7. Top execs: Michael J. Jiloty, president; C. James Shipley, exec vp.

Phone: (904) 677-0673.

Johannesson, Reeser & Associates, St. Petersburg, Fla., had estimated gross income of $280,000 in 1982, on billings of $1,870,035. In 1981, it had estimated gross income of $150,000 on billings of $981,469. Volume in 1982 consisted of $647,135 in media, $639,673 in materials and services and $583,227 in capitalized fees. In 1981, volume consisted of $208,450 in media, $430,091 in materials and services and $342,928 in capitalized fees. Accounts gained: Ellis Banks, Apple Homes, Bruce Williams Homes, Florida Federal, Lazzara Marine Corp. Lost: The Mills Development Group, Gulfstar, WNSI. Billings breakdown: Newspapers 9%, magazines 38%, radio 9%, spot tv 5%, outdoor 37%, business papers 2%. Employes: 13. Top execs: Nancy C. Reeser, president; Paul Johannesson, ceo.

Phone: (813) 821-4898.

Rick Johnson & Co., Albuquerque, N.M., reported gross income of $935,172 in 1982 on billings of $6,237,597. In 1981, it reported gross income of $729,246 on billings of $4,854,071. It did not break out volume for either year. Billings breakdown: Newspapers 15%, magazines 10%, supplements 1%, radio 20%, spot tv 35%, outdoor 15%, point of sale 2%, direct mail 2%. Employes: 33 in two offices. Top execs: Sterling Grant, vp-creative director; Josh W. Stailey, vp-account exec; D. Ullrich Johnson, account exec-director.

Phone: (505) 842-9225.

Jonathan Advertising, New York, had estimated gross income of $797,500 in 1982 on billings of $3,987,500. In 1981, it had estimated gross income of $658,400 on billings of $3,292,500. Volume in 1982 consisted of $2,820,500 in media, $500,000 in materials and services and $667,000 in capitalized fees. In 1981, volume consisted of $2,225,000 in media, $400,500 in materials and services and $667,000 in capitalized fees. Accounts gained: Warner Computer, First Jersey National Bank, Natural Science Industries, Garden State Chamber Orchestra, Suntex International, Jerry Rubin Business Networking, Newtron Pharmaceuticals. Lost: Papercraft/American Tree, Adica Pongo, Fischer America, Otron Corp. Billings breakdown: Newspapers 10%, magazines 10%, radio 5%, spot tv 45%, business papers 25%, point of sale 5%. Employes: 6. Top exec: Jonathan Gubin, president.

Phone: (212) 682-7171.

Jones, Anastasi & Mitchell, Columbus, O., reported gross income of $395,640 in 1982 on billings of $4,828,490. Its gross income in 1981 was $299,000 on billings of $2,782,677. The agency's 1982 volume consisted of $1,413,000 in media, $112,000 in materials and services and $3,303,490 in capitalized fees. Its 1981 U.S. volume consisted of $1,300,000 in media, $85,312 in materials and services and $1,397,365 in capitalized fees. Included in the agency's figures are the billings and income of a subsidiary, Jones, Anastasi & Mitchell, Erie, Pa. In 1982, the agency gained: Central Trust Co. Patton Wallcoverings, Columbus Microfilm. It reported no accounts lost. Billings breakdown: Newspapers 41%, magazines 1%, supplements 2%, radio 30%, spot tv 20%, outdoor 6%. The agency has 12 employes in two offices. Top execs: H. Douglas Jones, president, Joseph A. Anastasi, exec vp.

Phone: (614) 461-1250.

Karsh & Hagan, Englewood, Colo., reported gross income of $833,147 and net income of $28,744 in 1982 on billings of $8,437,096. In 1981, it reported gross income of $676,845 and net income of $36,435 on billings of $6,296,613. Volume in 1982 consisted of $2,453,216 in media, $635,387 in materials and services and $5,348,493 in capitalized fees. In 1981, volume consisted of $1,522,605 in media, $493,756 in materials and services and $4,280,252 in capitalized fees. Accounts gained: Language Resources, Colorado National Bank, Community Press Newspapers, Idex Microsystems, Foto-Tec Rapid Foto Systems, Colorado Lottery, Money Mart Check Cashing Centers, Petro-Chem/American Mud, Professional Rodeo Cowboys Assn. Properties, Resort Time-Share. Lost: Majestic Savings & Loan, Guaranty Bank, Desmond & Associates, Beaver Creek Resort, Technetics, Scientech, General Cable, Joy Mfg. Denver Equipment Co division, Creekside Condominiums. Billings breakdown: Newspapers 20%, magazines 10%, supplements 4%, radio 24%, spot tv 38%, outdoor 2%, business papers 2%. Employes: 32. Top execs: Philip H. Karsh, president-treasurer; Thomas P. Hagan, exec vp-secretary.

Phone: (303) 770-8088.

Kaufman & Maraffi Advertising, New York, reported gross income of $800,000 and net income of $138,500 in 1982 on billings of $7,157,000. In 1981, it reported gross income of $722,000 and net income of $98,200 on billings of $5,716,000. Volume in 1982 consisted of $5,540,000 in media and $1,617,000 in materials and services. In 1981, volume consisted of

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Last year we took our sponsors for a ride through practically every state in the Union and into nearly a dozen foreign countries as well with our BMX events. Almost one billion people at a CPM of less than a quarter, and for 1983, our youth sporting events will include world class soccer, aerobics, and a two day cycling classic at the site of the 1984 Summer Olympics.

If you'd like to be taken for this kind of ride in 1983, or you'd just like some proof of these incredible claims, give us a call or drop us a line.

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$4,851,000 in media and $865,000 in materials and services. Accounts gained: Atlantic City Casino Hotel Assn., Orient Express (broadcast), El Al (special projects), American Express card division. Billings breakdown: Newspapers 44%, magazines 20%, radio 15%, spot tv 7%, point of sale 9%, direct mail 5%. Employes: 12. Top execs: Jack Kaufman, chairman; Jack Maraffi, president; Caryl Rogers, secretary-treasurer.

Phone: (212) 867-0670.

Richard L. Kaye & Co., Northbrook, Ill., had an estimated gross income of $180,000 in 1982 on billings of $1,220,000. In 1981, gross income was estimated at $150,000 on billings of $1,000,000. Volume was not broken out for either year. Accounts gained: Nagle Pumps Co.; Rustoleum Corp., industrial products; Signode Corp. special projects; N.S. Stevens Co., Hirsch Display Fixtures Co., Meridian Group, Bell Flavors & Fragrances, Infolink Corp. Billings breakdown: Newspapers 5%, radio 5%, business papers 60%, point of sale 5%, direct mail 15%, other 10%. Employes: 6. Top execs: Richard L. Kaye, president; M.C. Kaye, secretary.

Phone: (312) 564-8860.

Mabyn Kean Agency, Baton Rouge, La., had estimated gross income of $290,000 in 1982 on billings of $1,903,580. In 1981, it had estimated gross income of $225,000 on billings of $1,484,190. Volume in 1982 consisted of $586,192 in media, $179,646 in materials and services and $1,137,742 in capitalized fees. In 1981, volume consisted of $380,154 in media, $103,543 in materials and services and $1,000,493 in capitalized fees. Billings breakdown: Newspapers 22%, magazines 2%, radio 24%, spot tv 47%, outdoor 2%, business papers 3%. Employes: 8. Top exec: Mabyn Kean Shingleton, president.

Phone: (504) 925-8278.

Kelly Adams Advertising, York, Pa., reported gross income of $181,212 in 1982 on billings of $1,231,835. In 1981, it reported gross income of $116,190 on billings of $795,216. Volume in 1982 consisted of $499,977 in media, $183,844 in materials and services and $548,014 in capitalized fees. In 1981, volume consisted of $337,251 in media, $88,354 in materials and services and $369,611 in capitalized fees. Billings breakdown: Newspapers 50%, radio 20%, spot tv 10%, outdoor 5%, business papers 10%, direct mail 5%. Employes: 11. Top exec: Ralph K. Adams, owner.

Phone: (717) 843-8035.

Roberta Kenney Advertising, Natick, Mass., reported gross income of $560,000 in 1982, on billings of $4,212,000. In 1981, it reported gross income of $555,000 on billings of $4,106,000. Volume in 1982 consisted of $4,212,000 in media. In 1981, volume consisted of $4,106,000 in media. Billings breakdown: Newspapers 85%, radio 4%, business papers 11%. Employes: 34. Top execs: Roberta Kenney-Taylor, president; Patricia W. Armstrong, exec vp-creative director.

Phone: (617) 237-7047.

Kerlick, Switzer & Johnson Advertising, St. Louis, reported gross income of $975,000 in 1982 on billings of $6,500,000. Income includes two subsidiaries, Kerlick, Switzer & John[illegible] Industrial, and Silver Associates. I[illegible] not report income for 1981. Volum[illegible] 1982 consisted of $5,687,500 in media, $487,500 in materials and services and $325,000 in capitalized fees. Accounts gained: LDX, Continental Cablevision, McGorky's Restaurant Chain, Primo Pants, Porta-King Building Systems, Jones Co., St. Louis Super 8-GMC Truck Dealers Assn. Billings breakdown: Newspapers 32.5%, magazines 5%, radio 27.5%, spot tv 20%, outdoor 2.5%, point of sale 2.5%, direct mail 2.5%, other 7.5%. Employes: 25. Top execs: Daniel J. Kerlick, chairman; Michael G. Switzer, president; Arthur W. Johnson, exec vp; Robert E. Johnson, chairman of the executive committee.

Phone: (314) 644-1600.

Keroff & Rosenberg Advertising, Chicago, had an estimated gross income of $155,000 in 1982, on billings of $975,000. In 1981, it reported gross income of $614,039 on billings of $5,200,000. Volume in 1982 consisted of $325,000 in media, $325,000 in materials and services and $325,000 in capitalized fees. Volume in 1981 consisted of $2,600,000 in media, $600,000 in materials and services and $2,000,000 in capitalized fees. In January, 1982, the agency opened a sales meeting and seminar division, Meetings Management. Accounts gained: Vita Foods, Miglin-Beitler Inc. Billings breakdown: Newspapers 10%, magazines 10%, radio 25%, network tv 5%, spot tv 5%, business papers 10%, direct mail 25%, other 10%. Employes: 17. Top execs: William B. Keroff, president; Charles I. Rosenberg, exec vp; Michael A. Swideler, vp-client services.

Phone: (312) 321-9000.

Keye Advertising, New York, reported gross income of $455,863 in 1982, on billings of $4,786,560. In 1981, it reported gross income of $399,042 on billings of $2,850,303. It did not break out volume for either year. Billings breakdown: Newspapers 15%, magazines 50%, direct mail 35%. Employes: 6. Top exec: Murray Schecter, president.

Phone: (212) 645-9006.

Kinzie & Green, Wausau, Wis., reported gross income of $326,648 in 1982 on billings of $2,278,204. In 1981, it reported gross income of $343,840 on billings of $2,398,110. Volume in 1982 consisted of $987,341 in media, $244,807 in materials and services and $1,046,056 in capitalized fees. In 1981, volume consisted of $1,193,032 in media, $256,250 in materials and services and $948,828 in capitalized fees. It reported no accounts gained or lost. Billings breakdown: Newspapers 12%, magazines 10%, radio 3%, network tv 5%, business papers 45%, other 25%. Employes: 11. Top exec: Leslie Green, president.

Phone: (715) 845-4251.

Jim Kirkpatrick & Associates, Dallas, had estimated gross income of $100,000 in 1982 on billings of $533,350. In 1981, it had estimated gross income of $40,000 on billings of $266,675. Volume in 1982 consisted of $400,000 in media, $100,000 in materials and services and $33,350 in capitalized fees. In 1981, volume consisted of $200,000 in media, $50,000 in materials and services and $16,675 in capitalized fees. Accounts gained: J&P Petroleum, Nautical Interiors, Preston Pacific Corp., Stanley Jigs. Lost: Nautical Interiors. Billings breakdown: Magazines 75%, spot tv 10%, point of sale 5%, direct mail 10%. Employes: 5. Top exec: Jim Kirkpatrick, president.

Phone: (214) 386-0273.

Klein/Richardson, Beverly Hills, Cal., reported gross income of $345,000 and net income of $69,000 in 1982 on billings of $2,300,000. In 1981, it reported gross income of $330,000 and net income of $66,000 on billings of $2,200,000. No volume breakdown was provided for either year. Accounts gained: Hyatt Hotels of Southern California, National Computer Car, Orient/US Leasing, Relational Systems. Lost: Aable & Co., Body Computations, Federal Safe Deposit Co., Recaro USA, Woodbury University. Billings breakdown: Newspapers 35%, magazines 20%, radio 30%, other 15%. Employes: 6. Top execs: Niel K. Klein, Glenn W. Richardson.

Phone: (213) 652-4450.

Koehler Iversen, New York, had estimated gross income of $430,000 in 1982 on billings of $2,930,040. In 1981, it had estimated gross income of $410,000 on billings of $2,730,040. Volume in 1982 consisted of $2,850,000 in media and $80,040 in capitalized fees. In 1981, volume consisted of $2,650,000 in media and $80,040 in capitalized fees. Accounts gained: New York state HMO Planning Council, UltraTech Laboratories, Thoroughbred Retirement Foundation, Carolyn Maloney campaign, Physician Recruitment division of H.I.P. of Greater New York. Billings breakdown: Newspapers 30%, radio 20%, spot tv 5%, business papers 20%, direct mail 5%, other 20%. Employes: 18 in two offices. Top execs: W. Peter Koehler, president; Peter W. Iversen, senior vp; Monique S. Koehler, exec vp.

Phone: (212) 686-0880.

Kohler/Twin Cities, Minneapolis, reported gross income of $166,738 in 1982 on billings of $1,111,972. In 1981, it reported gross income of $113,597 on billings of $744,401. Volume in 1982 consisted of $278,480 in media, $62,433 in materials and services and $771,059 in capitalized fees. In 1981, volume consisted of $70,700 in media, $71,400 in materials and services and $602,301 in capitalized fees. Accounts gained: E.A. Sween Co., Unpainted Place, Financial Growth Institute, Group Health Plan, Security State Bank, Disc Tech One, System Solutions, Pawlcyn's Peanuts. Lost: Deluxe Check Printers, Minnesota Mutual Life Insurance, Minnesota Bankers Assn. Billings breakdown: Newspapers 30%, magazines 10%, radio 30%, spot tv 10%, outdoor 10%, business papers 10%. Employes: 5. Top execs: Thomas F. Atkinson, president.

Phone: (612) 872-2277.

Gene K. Kolber Advertising, Willow Grove, Pa., reported gross income of $850,000 in 1982, on billings of $6,400,000. In 1981, it reported gross income of $540,000 on billings of $5,100,000. Volume in 1982 consisted of $6,400,000 in media. In 1981, volume consisted of $5,100,000 in media. Accounts gained: 1600 Church Road, Galaxy Condominium, Willow Grove Medical Center, Village of Kings Creek Condominium, Aloe Charm Cosmetics, Designers Direct, Cinelli's Restaurant, Warwick Catering, Royal Arms Apartments. Billings breakdown: Newspapers 55%, magazines 10%, radio 10%, spot tv 5%, cable tv 5%, outdoor 10%, direct mail 5%. Employes: 15 in two offices. Top execs: Gene Kolber, president; Paul Nave, creative director; Michael Erace, media director; Joan Bodden, client supervisor.

Phone: (215) 657-4600.

Kolker, Talley, Hermann, New York, had estimated gross income of $937,000 in 1982 on billings of $6,250,000. In 1981, it had estimated gross income of $860,000 on billings of $5,750,000. It did not break out its volume for either year. Accounts gained: *Ms.* magazine, Boston Tea Co., Wine Imports of America, Beijing Tours International. Lost: Ferrara Foods & Confection, China Orient Tour Service. Billings breakdown: Newspapers 25%, magazines 20%, radio 20%, spot tv 10%, cable tv 5%, business papers 5%, point of sale 5%, direct mail 10%. Employes: 12. Top execs: Stanley Kolker, president; Terry Talley, exec vp-creative director; Don Hermann, exec vp-client service.

Phone: (212) 889-7200.

Kopf & Isaacson Advertising, Melville, N.Y., reported gross income of $280,000 in 1982, on billings of $1,563,350. In 1981, it reported gross income of $199,500 on billings of $1,056,680. Volume in 1982 consisted of $910,000 in media, $620,000 in materials and services and $33,350 in capitalized fees. In 1981, volume consisted of $620,000 in media, $410,000 in materials and services and $26,680 in capitalized fees. Accounts gained: Foster Industries, Quoizel and Sitecraft. Lost: Life Center. Billings breakdown: Newspapers 5%, magazines 78%, radio 2%, business papers 10%, direct mail 5%. Employes: 8. Top execs: Andrew Isaacson, president; Ken Kopf, secretary-treasurer.

Phone: (516) 293-6115.

Kostman/Schmid & Associates, Chicago, a new agency in 1982, had an estimated gross income of $825,000 on billings of $5,500,000. The agency's 1982 volume consisted of $5,000,000 in capitalized fees. The company started in 1982 with following accounts: Blue Coral, Thrush Inc., On-Cor Frozen Foods, Caves Alianca, Consolidated Distilled Products, Breger-Mueller Welt. In 1982, the agency gained: Nationwide Industries, McKay's Chemical Co. Overseas, the agency gained: Simoniz International. Billings breakdown: Newspapers 6%, magazines 22%, radio 9%, network tv 20%, spot tv 38%, business papers 5%. The agency has 10 employes. Top execs: M.F. "Skip" Kostman, Carl F. Schmid.

Phone: (312) 649-5800.

Kreicker & Meloan, Northfield, Ill., reported gross income of $154,501 in 1982, on billings of $1,075,909. In 1981, it reported gross income of $118,042 on billings of $797,925. Volume in 1982 consisted of $774,772 in media, $102,558 in materials and services and $198,579 in capitalized fees. In 1981, volume consisted of $602,350 in media, $63,502 in materials and services and $132,073 in capitalized fees. Account gained: Vacuum Filter Mfg. Co. Billings breakdown: business papers 95%, direct mail 5%. Employes: 5. Top exec: J.M. Wallseck, president.

Phone: (312) 446-8885.

LaBelle & Shallbetter, Minneapolis, Minn., reported gross income of $888,500 in 1982, on billings of $5,923,400. In 1981, it reported gross income of $830,000 on billings of $5,533,400. Volume in 1982 consisted of $4,900,000 in media, $890,000 in materials and services and $133,400 in capitalized fees. In 1981, volume consisted of $4,500,000 in media, $900,000 in materials and services and $133,400 in capitalized fees. Accounts gained: President homes, Flower City Stores. Billings breakdown: Newspapers 23%, magazines 1%, radio 24%, spot tv 49%, outdoor 1%, point of sale 1%, other 1%. Employes: 14. Top execs: Lawrence S. LaBelle, president; Thomas A. Shallbetter, exec vp.

Phone: (612) 338-7616.

Lane & Leane Advertising Agency, Wichita, had an estimated gross income of $775,000 in 1982 on billings of $5,174,043. Its estimated gross income in 1981 was $650,000 on billings of $4,358,011. The agency's 1982 volume consisted of $2,431,700 in media, $528,924 in materials and services and $2,213,419 in capitalized fees. Its 1981 U.S. volume consisted of $1,694,281 in media, $445,989 in materials and services and $2,217,741 in capitalized fees. In 1982, the agency gained: Frontier Federal Savings & Loan, First Federal Savings & Loan, Hardage For Governor, Paddy Ryan's, Airport Hilton. It lost: Kwik Shop; Hodisco, Sub 'N Stuff, Valley Federal Savings & Loan, Kansas Beef Council. Billings breakdown: Newspapers 22%, magazines 5%, radio 26%, spot tv 34%, cable tv 1%, outdoor 2%, farm publications 4%, point of sale 1%, direct mail 5%. The agency has 16 employes. Top execs: David W. Lane, president.

Phone: (316) 265-0882.

Hal Langerman Co., Center Square, Pa., reported gross income of $470,000 in 1982 on billings of $3,275,000. It did not report volume for 1981. Volume in 1982 consisted of $150,000 in materials and services and $3,125,000 in capitalized fees. Accounts gained: Intermed, Citicorp Credit Services. Billings breakdown: Direct mail 75%, other 25%. Employes: 6. Top exec: Hal Langerman, president.

Phone: (215) 275-1901.

Laven, Fuller & Perkins, Chicago, reported gross income of $269,804 in 1982, on billings of $1,833,059. In 1981, it reported gross income of $3[illegible]4,918 on billings of $2,317,367. Volume in 1982 consisted of $1,671,040 in media and $162,019 in materials and services. In 1981, volume consisted of $2,174,096 in media, $131,024 in materials and services and $143,271 in capitalized fees. Figures include a subsidiary, CosmoTops Knitwear. Accounts gained: Bally's Tom Foolery restaurant division, Centel Cable Tv, TSR Hobbies, Cardox Corp., Seko Messenger Service, U.S. Telephone. Lost: Speigels, Northwestern Memorial Hospital. Billings breakdown: Newspapers 71%, magazines 15%, supplements 2%, radio 5%, business papers 4%, direct mail 3%. Employes: 9. Top execs: James P. Perkins, president-creative director; MaryAnne Miller, exec vp; John P. Fox Sr., vp-financial.

Phone: (312) 440-1818.

Lesko Inc., Pittsburgh, reported gross income of $450,000 in 1982 on billings of $3,000,000. In 1981, it reported gross income of $530,000 on billings of $3,500,000. Volume in 1982 consisted of $3,000,000 in media. In 1981, volume consisted of $2,000,000 in media, $500,000 in materials and services and $1,000,000 in capitalized fees. Accounts gained: Imagic Video Games, regional distribution. It lost Miller's Dress Shops. Billings breakdown: Newspapers 25%, magazines 40%, radio 10%, spot tv 5%, outdoor 5%, business papers 5%, direct mail 10%. Employes: 10. Top execs: George Lesko, chairman; Ruth Lesko, president.

Phone: (412) 566-1680.

Lessner Slossberg Gahl & Partners, East Hartford, Conn., reported gross income of $756,000 on billings of $3,594,604 in 1982, its first full year in business. Volume in 1982 consisted of $881,924 in media, $1,725,000 in materials and services and $987,680 in capitalized fees. Accounts gained: Ames Department Stores, Springborn Group, First Agricultural Bank. Lost: Advest Inc. Billings breakdown: Newspapers 25%, radio 28%, spot tv 10%, cable tv 2%, business papers 15%, point of sale 5%, direct mail 5%, other 10%. Employes: 17. Top exec: Gary Lessner, president.

Phone: (203) 289-7991.

Levy, Sussman & Levine, New York, had estimated gross income of $460,000 in 1982 on billings of $3,100,000. In 1981, it had estimated gross income of $450,000 on billings of $3,000,000. Billings in 1982 came to $3,100,000 in media. In 1981, volume consisted of $3,000,000 in media. Accounts gained: Paramount Pictures, Twenty-One Records, Riva Records, Compleat Entertainment, M. Kramer Manufacturing. Lost: Seaport Securities, National Assn. of Recording Merchandisers. Billings breakdown: Newspapers 10%, magazines 35%, radio 20%, spot tv 20%, outdoor 5%, transit advertising 5%, direct mail 5%. Employes: 12. Top exec: Robert Levy, president.

Phone: (212) 586-3720.

J.H. Lewis Advertising, Mobile, Ala., reported gross income of $949,439 and net income of $28,470 in 1982, on billings of $6,469,532. In 1981, it reported gross income of $1,123,010 and net income of $70,075 on billings of $8,108,182. Volume in 1982 consisted of $3,113,983 in media, $521,472 in materials and services and $2,834,077 in capitalized fees. In 1981, volume consisted of $3,635,881 in media, $528,009 in materials and services and $3,944,292 in capitalized fees. Billings breakdown: Newspapers 27%, magazines 39%, radio 8%, spot tv 20%, outdoor 6%. Employes: 23. Top exec: John H. Lewis Jr., president.

Phone: (205) 438-2507.

Lindell-Keys Co., Dallas, reported gross income of $195,000 and net income of $18,000 in 1982 on billings of $1,300,000. In 1981, it reported gross income of $180,000 and net income of $17,000 on billings of $1,200,000. Volume in 1982 consisted of $600,000 in media, $470,000 in materials and services and $230,000 in capitalized fees. In 1981, volume consisted of $550,000

in media, $425,000 in materials and services and $225,000 in capitalized fees. Billings breakdown: Newspapers 20%, magazines 35%, radio 10%, outdoor 10%, business papers 20%, direct mail 5%. Employes: 3. Top exec: Elwood T. Lindell, president.
Phone: (214) 823-6262.

Lipman Advertising, New York, reported gross income of $971,890 and net income of $214,247 in 1982 on billings of $8,772,772. In 1981, it reported gross income of $835,193 and net income of $22,590 on billings of $8,339,234. Volume in 1982 consisted of $3,733,367 in media and $5,039,405 in capitalized fees. In 1981, volume consisted of $3,831,228 in media and $4,508,006 in capitalized fees. Accounts gained: Greenway Transportation, Olympic Ranch, Villa Roma and Natural Touch Cosmetics. Billings breakdown: Newspapers 45%, magazines 5%, radio 20%, spot tv 20%, outdoor 5%, transit advertising 5%. Employes: 20. Top execs: Robert S. Lipman, president; Richard Lipman, secretary-treasurer; David G. Lipman, exec vp; Alvin George, senior vp.
Phone: (212) 684-1100.

Loch Arbour Direct, Allenhurst, N.J., reported gross income of $517,000 and net income of $103,400 in 1982 on billings of $5,950,600. In 1981, it reported gross income of $450,000 and net income of $85,500 on billings of $4,933,800. Volume in 1982 consisted of $2,250,000 in media, $2,500,000 in materials and services and $1,200,600 in capitalized fees. In 1981, volume consisted of $1,900,000 in media, $2,100,000 in materials and services and $933,800 in capitalized fees. Accounts gained: Fireman's Fund American Life Insurance Co., National Assn. of Mature People, Gerber Life Insurance Co., Lifeway Home Shopping Service, *Prevention*, Montgomery Ward Insurance Co., Colonial Penn Insurance Co., S.O.S. Reservations, Emil A. Schroth Inc./Trojan Tube Co., Catholic Golden Age. Lost: Career Action. Billings breakdown: Newspapers 20%, magazines 10%, network tv 5%, spot tv 20%, cable tv 5%, direct mail 30%, other (including literature distribution, co-op, inserts) 10%. Employes: 7. Top exec: James D. Taylor, president.
Phone: (201) 331-0212.

Lockhart & Pettus, New York, reported gross income of $960,000 in 1982 on billings of $6,000,000. In 1981, it reported gross income of $940,000 on billings of $5,000,000. Volume in 1982 consisted of $4,200,000 in media, $1,800,000 in materials and services. In 1981, volume consisted of $3,500,000 in media and $1,500,000 in materials and services. Accounts gained: Hiram Walker amaretto and cognac, Black Tennis Foundation. Billings breakdown: Newspapers 7%, magazines 29%, radio 26%, network tv 15%, outdoor 23%. Employes: 18 in two offices. Top execs: Keith E. Lockhart, president; Theodore D. Pettus, exec vp.
Phone: (212) 922-1670.

Louis & Saul, Santa Monica, Cal., reported gross income of $699,945 and net income of $157,489 in 1982 on billings of $4,666,840. In 1981, it reported gross income of $532,800 and net income of $99,699 on billings of $2,960,000. Volume in 1982 consisted of $3,275,750 in media, $310,550 materials and services and $1,080,540 in capitalized fees. In 1981, volume consisted of $2,137,015 in media, $183,305 in materials and services and $639,680 in capitalized fees. Accounts gained: Southern California Datsun Dealers, Baird Corp., Sunwest Bank, Jacki Sorensen's Aerobic Dancing, Zoccoli Italian Sandals, Rothmane New Zealand. Lost: Beare & Moynahan, Letterman Brothers. Billings breakdown: Newspapers 22%, magazines 15%, supplements 10%, radio 20%, network tv 3%, spot tv 25%, outdoor 2%, direct mail 3%. Employes: 8. Top execs: Saul I. Fruchthendler, president; Louis S. Goldberg, exec vp.
Phone: (213) 393-0507.

MAP Advertising, Springfield, Mo., reported gross income of $481,947 in 1982 on billings of $2,410,592. In 1981, it reported gross income of $367,453 on billings of $2,062,547. Volume in 1982 consisted of $1,012,742 in media, $53,639 in materials and services and $1,321,100 in capitalized fees. In 1981, volume consisted of $1,076,696 in media, $35,176 in materials and services and $950,675 in capitalized fees. Accounts gained: Springfield Convention & Visitors Bureau, Yarn-A-Kins, Douglas County National Bank, One Hour Photo, Arcadia Amusements. Lost: Custom Mfg., Custom Printers Supply, West Plains Bank. Billings breakdown: Newspapers 15%, magazines 8%, supplements 7%, radio 16%, spot tv 35%, outdoor 1%, business papers 5%, farm publications 3%, point of sale 4%, direct mail 6%. Employes: 12. Top execs: Joseph H. Straughan, Jr., president; Raymond D. Bradshaw, exec vp.
Phone: (417) 866-2779.

MSA Advertising, Philadelphia, reported gross income of $272,000 and net income of $37,500 in 1982 on billings of $1,951,130. In 1981, it reported gross income of $255,000 and net income of $30,200 on billings of $1,802,205. Volume in 1982 consisted of $1,250,000 in media, $107,500 in materials and services and $593,630 in capitalized fees. In 1981, volume consisted of $1,160,000 in media, $98,600 in materials and services and $543,605 in capitalized fees. Accounts gained: Electronic Office, Keystone Franklin, Caribbean Security Systems, Consumer Products Inc. Billings breakdown: Newspapers 45.5%, magazines 16.8%, radio 10.2%, point of sale 7.6%, direct mail 10.9%, other 9%. Employes: 6. Top exec: Michael Schwartz, president.
Phone: (215) 546-8000.

Malek Group, New York, had estimated gross income of $275,000 in 1982 on billings of $1,781,594. In 1981, it had estimated gross income of $125,000 on billings of $859,002. Volume in 1982 consisted of $278,300 in media, $311,252 in materials and services and $1,192,042 in capitalized fees. In 1981, volume consisted of $181,649 in media, $119,314 in materials and services and $558,039 in capitalized fees. Accounts gained: Matthew Bender Publishing, *New York*, Roosevelt & Cross, Security Asset Management. Billings breakdown: Newspapers 40%, magazines 10%, direct mail 10%, other 40%. Employes: 8. Top execs: Judith Malek, president; Frances Cohen, secretary-treasurer.
Phone: (212) 684-6103.

Marbro Advertising, Columbus, O., reported gross income of $118,690 in 1982, on billings of $1,021,632. In 1981, it reported gross income of $139,974 on billings of $1,187,647. Volume in 1982 consisted of $712,556 in media, $218,817 in materials and services and $90,258 in capitalized fees. In 1981, volume consisted of $828,257 in media, $254,438 in materials and services and $104,952 in capitalized fees. Accounts gained: McKnight Development Corp., National Church Residences. Lost: Columbus Dispatch Sports & Home Shows. Billings breakdown: Newspapers 37%, magazines 11%, radio 29%, spot tv 8%, business papers 8%, point of sale 7%. Employes: 5. Top exec: Marvin Brown, president.
Phone: (614) 253-1992.

Marcom Inc., East Windsor, Conn., reported gross income of $619,458 in 1982 on billings of $3,621,160. In 1981, it reported gross income of $399,016 on billings of $2,562,191. Volume in 1982 consisted of $687,837 in media, $763,866 in materials and services and $2,169,457 in capitalized fees. In 1981, volume consisted of $442,625 in media, $646,804 in materials and services and $1,472,762 in capitalized fees. Accounts gained: Copytex, Executive Travel, Walbern Precision. Billings breakdown: Newspapers 1%, magazines 1%, radio 1%, business papers 89%, direct mail 8%. Employes: 13. Top execs: Kent T. Lewis, president; J.F. O'Connor, executive vp.
Phone (203) 623-9856.

Marcus Group, Atlanta, reported gross income of $520,600 and net income of $32,700 in 1982 on billings of $3,472,800. In 1981, it reported gross income of $464,100 and net income of $26,320 on billings of $2,828,520. Volume in 1982 consisted of $1,957,870 in media, $988,000 in materials and services and $526,930 in capitalized fees. In 1981, volume consisted of $1,635,150 in media, $745,500 in materials and services and $466,900 in capitalized fees. Accounts gained: Micromeritics Instrument Corp., Breneman Inc., Advanced Control Systems. Lost: Peachtree Software, Quadram, PrintaColor Corp. Billings breakdown: Newspapers 5%, magazines 73%, business papers 15%, point of sale 2%, other 5%. Employes: 17. Top execs: Charlenne Carl, president; Roger Vershen, chairman; Mary Ann Williams, treasurer, Susan Frazier, creative director.
Phone: (404) 261-3003.

MarketAide Inc., Salina, Kan., reported gross income of $751,971 in 1982 on billings of $5,226,026. In 1981, it reported gross income of $883,189 on billings of $5,891,696. Volume in 1982 consisted of $493,573 in media, $1,950,193 in materials and services and $2,782,260 in capitalized fees. In 1981, volume consisted of $434,543 in media, $1,065,286 in materials and services and $4,391,867 in capitalized fees. Accounts gained: Piper Automobile Co., Salina Arts Commission, Salina Chamber of Commerce, DewEze Mfg. Co., Professional Agricultural Supply, Weber, Palmer & Macy Laboratory, Vac-U-Blast of Kansas, Eagle Software. Lost: Great Northern Equipment, Brown Mackie College. Billings breakdown: Newspapers 8%, magazines 1%, radio 20%, spot tv 24%, outdoor 1%, business papers 20%, farm publications 5%, point of sale 1%, direct mail 20%. Employes: 17. Top execs: Gary D. Ray, chairman-ceo; Russell C. Norwood, president.
Phone: (913) 825-7161.

Marketing Directions, Newport Beach, Cal., reported gross income of $786,713 in 1982 on billings of $4,412,324. In 1981, it reported gross income of $1,052,036 on billings of $4,549,786. Volume in 1982 consisted of $594,283 in media, $725,382 in materials and services and $3,092,659 in capitalized fees. In 1981, volume consisted of $396,575 in media, $1,056,571 in materials and services and $3,096,640 in capitalized fees. Accounts gained: Toshiba Medical Systems, Stewart-Riess Laboratories, Charter Medical. Lost: Delta Design, Erba Instruments. Billings breakdown: Newspapers 5%, magazines 5%, radio 5%, business papers 40%, direct mail 10%, other 35%. Employes: 13. Top exec: Richard Lawrence, president.
Phone: (714) 752-6211.

Marketing Group, Fort Washington,

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Pa., had estimated gross income of $365,000 in 1982 on billings of $2,445,995. In 1981, it had estimated gross income of $380,000 on billings of $2,550,360. Volume in 1982 consisted of $230,300 in media, $825,000 in materials and services and $1,390,695 in capitalized fees. In 1981, volume consisted of $260,114 in media, $864,200 in materials and services and $1,426,046 in capitalized fees. Accounts gained: Hall Metal Products, Quaker City Mfg., General Copper & Brass. Lost: First Pennsylvania Bank's corporate trust department. Billings breakdown: Newspapers 10%, magazines 17%, supplements 3%, radio 8%, spot tv 2%, cable tv 3%, outdoor 1%, business papers 7%, transit advertising 1%, point of sale 3%, direct mail 45%. Employes: 11. Top execs: James J. Notte and Robert J. Dean, partners.

Phone: (215) 233-4160.

Marketing Innovations, Scottsdale, Ariz., reported gross income of $476,500 in 1982 and net income of $127,600 on billings of $1,104,450. In 1981, it reported gross income of $368,100 and net income of $78,700 on billings of $778,325. Volume in 1982 consisted of $190,500 in media, $175,250 in materials and services and $738,700 in capitalized fees. In 1981, volume consisted of $175,000 in media, $120,750 in materials and services and $482,575 in capitalized fees. Accounts gained: ARCOR Enterprises, Mobile Telephone of America, Metrotec, CompuRater Corp., Glendale Gauchos, American Cable Television, Behavioral Science Associates. Lost: Lavish Concepts. Billings breakdown: Newspapers 10%, magazines 2%, radio 5%, spot tv 5%, outdoor 1%, business papers 5%, transit advertising 20%, point of sale 2%, direct mail 40%, other 10%. Employes: 3. Top exec: Clayton J. Arnold, president.

Phone: (602) 991-9782.

MarketReach Inc., Seattle, reported gross income of $357,932 in 1982 on billings of $2,387,159. In 1981, it reported gross income of $242,200 on billings of $1,615,300. Volume in 1982 consisted of $282,680 in media, $216,576 in materials and services and $1,887,903 in capitalized fees. In 1981, volume consisted of $159,492 in media, $188,508 in materials and services and $1,267,300 in capitalized fees. Accounts gained: Advanced Technology Laboratories, BioMedical Devices, GACO Western, Terra Technology, Zetec, Hicomp Inc., NC Machinery, Systems Northwest, CX Systems, Tri-Med. Lost: Cesco, Franklin Enterprises, Foster & Marshall Realty, GACO Western. Billings breakdown: Newspapers 4%, magazines 2%, radio 5%, spot tv 1%, business papers 26%, direct mail 20%, other 42%. Employes: 8. Top exec: Gene Davis, president.

Phone: (206) 282-3439.

Marx/David Advertising, San Francisco, reported gross income of $512,500 in 1982 on billings of $3,416,400. In 1981, it had estimated gross income of $420,000 on billings of $2,800,700. Volume in 1982 consisted of $411,613 in media, $649,817 in materials and services and $2,354,970 in capitalized fees. In 1981, volume consisted of $400,000 in media, $1,000,000 in materials and services and $1,400,700 in capitalized fees. Accounts gained: Price Waterhouse/San Francisco, Revlon International, George Weintraub & Sons, J.G. Hook for Men, Chicopee, Zotos International. Billings breakdown: Magazines 85%, direct mail 15%. Employes: 14 in two offices. Top execs: Jo David, president; Neil Howard Yerman, exec vp-treasurer; Stan Marx, general manager, Marx/David East; George Levine, regional vp.

Phone: (415) 777-4393.

J.D. Mathis & Co., Baltimore, reported gross income of $123,750 in 1982 on billings of $825,000. It did not report its 1981 volume. Volume in 1982 consisted of $450,000 in media, $75,000 in materials and services and $300,000 in capitalized fees. Accounts gained: Allegheny Beverage Corp., MUSE Software, PTA Council of Baltimore County, Provident Savings Bank, RAIL Co., Skateland Inc. Billings breakdown: Newspapers 15%, magazines 10%, radio 15%, spot tv 40%, business papers 5%, point of sale 2%, direct mail 5%, other 8%. Employes: 6. Top exec: James D. Mathis, president.

Phone: (301) 837-7171.

Jack Mathius Advertising, Libertyville, Ill., reported gross income of $175,226 in 1982 on billings of $1,168,505. In 1981, it reported gross income of $189,078 on billings of $1,250,880. Volume in 1982 consisted of $424,012 in media, $86,177 in materials and services and $658,316 in capitalized fees. In 1981, volume consisted of $443,108 in media, $95,551 in materials and services and $772,221 in capitalized fees. Accounts gained: Hycor Corp. Billings breakdown: Business papers 50%, direct mail 10%, other 40%. Employes: 3. Top execs: Jack Mathius, president.

Phone: (312) 367-1826.

Matlin Co., Washington Crossing, Pa., had estimated gross income of $400,000 in 1982 on billings of $2,700,000. In 1981, it had estimated gross income of $360,000 on billings of $2,400,000. It did not break out volume for either year. Accounts gained: Aljet Equipment Co., Glitsch Co., Philadelphia Safety Devices, Precicontact Inc., Rohm & Haas Co., Universal Grinding Wheel Co. Lost: Roller Bearing Co. of America. Billings breakdown: Business papers 40%, direct mail 25%, other 35%. Employes: 8. Top exec: Nathaniel A. Matlin, president.

Phone: (215) 493-4033.

May/Partners, Seattle, had estimated gross income of $300,000 in 1982 on billings of $2,000,000. In 1981, it had estimated gross income of $525,000 on billings of $3,500,000. It did not break out volume for either year. Accounts gained: EMF Corp., Imperial Mfg., Mayflower Park Hotel. Lost: Belknap Industries. Billings breakdown: Newspapers 15%, magazines 20%, radio 25%, spot tv 25%, other 15%. Employes: 12. Top execs: D. Ryan Hixenbaugh, president; Edmund F. Joella, exec vp; William C. Gohde, creative director.

Phone: (206) 624-7870.

McAdams & Ong, Philadelphia, reported gross income of $763,400 in 1982 on billings of $15,142,040. In 1981, it reported gross income of $505,226 on billings of $10,223,205. Volume in 1982 consisted of $10,600,000 in media, $460,000 in materials and services and $4,082,040 in capitalized fees. In 1981, volume consisted of $7,600,000 in media, $212,000 in materials and services and $2,411,205 in capitalized fees. Accounts gained: Seven-Up Bottlers of Philadelphia, Baltimore, Asbury Park, Atlantic City, Washington and Delaware; Security Savings & Loan, Red Rose iced tea, WCAU (am). Lost: Dutch Wonderland, Tri-State Transportation. Billings breakdown: Newspapers 20%, magazines 5%, radio 40%, spot tv 20%, outdoor 7%, point of sale 5%, direct mail 3%. Employes: 39. Top execs: Brian McAdams, president; Tom Ong, exec vp-creative director.

Phone: (215) 561-3260.

McDougall Associates, Salem, Mass., reported gross income of $570,000 in 1982 on billings of $7,416,300. In 1981, it reported gross income of $804,200 on billings of $5,470,800. Volume in 1982 consisted of $1,187,200 in media, $792,400 in materials and services and $5,436,700 in capitalized fees. In 1981, volume consisted of $1,211,800 in media, $481,500 in materials and services and $3,777,500 in capitalized fees. Accounts gained: Damon Diagnostics, Dyna/Pert, Holyoke Mutual Insurance Co. Inc., Marson Corp., Michaud Tours Inc., Watts Fluidair. Lost: Inhalation Therapy Services, First Bancorp of New Hampshire. Billings breakdown: Newspapers 60%, magazines 5%, radio 20%, spot tv 10%, outdoor 5%. Employes: 29 in two offices. Top execs: Michael J. McDougall, chairman; Daniel R. McDougall, president.

Phone: (617) 745-1500.

McKee Advertising, Elmhurst, Ill., reported estimated gross income of $500,000 in 1982 on billings of $3,230,000. In 1981, it reported estimated gross income of $400,000 on billings of $2,484,000. Volume in 1982 consisted of $700,000 in media, $850,000 in materials and services and $1,680,000 in capitalized fees. In 1981, volume consisted of $450,000 in media, $700,000 in materials and services and $1,334,000 in capitalized fees. Accounts gained: General Products Co., Habitant Corp., Deniston Co., Wells-Gardner Electronics. Lost: Hoyne Industries, E.A. Thompson Co. Billings breakdown: Newspapers 5%, magazines 40%, spot tv 5%, farm publications 2%, point of sale 25%, direct mail 5%, other 18%. Employes: 12. Top execs: Edward McKee, president; Thomas Behan, exec vp.

Phone: (312) 833-0155.

Robert McKim & Co., Los Angeles, had estimated gross income of $390,000 in 1982 on billings of $2,458,600. In 1981, it had estimated gross income of $227,000 on billings of $1,427,500. Volume in 1982 consisted of $622,000 in media, $836,100 in materials and services and $1,000,500 in capitalized fees. In 1981, volume consisted of $465,000 in media, $495,600 in materials and services and $466,900 in capitalized fees. Accounts gained: AMI Professional Hospital Services, American Honda Motor Co.'s parts and accessories division, El Mar Trading Corp., Keytronics Inc., Pemko Mfg., Liberty Electronics Corp., Randall Mfg., Pacific Electricord, International Remote Imaging Systems. Lost: Terry Bldg. Cos. Billings breakdown: Newspapers 5%, magazines 20%, radio 5%, spot tv 10%, business papers 20%, farm publications 5%, point of sale 5%, direct mail 10%, other 20%. Employes: 7. Top exec: Robert McKim, president.

Phone: (213) 382-2358.

McLaughlin, DelVecchio & Casey, New Haven, Conn., reported gross income of $617,000 in 1982, on billings of $4,275,000. In 1981, it reported gross income of $500,000 on billings of $3,550,000, with $7,500 of that amount in non-U.S. income. It did not break out its volume for either year. Accounts gained: WELI Radio, Knights of Columbus, BlueJacket Ship Crafters. Billings breakdown: Newspapers 25%, magazines 60%, radio 5%, spot tv 10%. Employes: 9. Top exec: James W. McLaughlin, president.

Phone: (203) 624-4151.

Mealer & Emerson, Costa Mesa, Cal., had estimated gross income of $575,000 in 1982 on billings of $3,875,000. In 1981, it had estimated gross income of $400,000 on billings of $2,750,000. It did not break out volume for either year. Billings breakdown: Magazines 15%, business papers 35%, other 50%. Employes: 12. Top execs: James Mealer, president; James Emerson, exec vp.

Phone: (714) 957-1314.

Menaker & Wright, Chicago, had estimated gross income of $880,000 in 1982, on billings of $5,828,870. In 1981, it had estimated gross income of $986,000 on billings of $6,575,170. Volume in 1982 consisted of $1,450,000 in media, $310,000 in materials and services and $4,068,870 in capitalized fees. In 1981, volume consisted of $2,910,000 in media, $265,000 in materials and services and $3,401,170 in capitalized fees. Accounts gained: Medley Distilling Co., Gillette Co. new products; Pillsbury Co. new products, Brown Shoe, Keebler new products, Wilton, Corn Products, Modern American Enterprises, Kerr Wire Products, Swift & Co. dry sausage. Lost: Chattem Labs, Mead Johnson. Billings breakdown: Newspapers 10%, magazines 25%, radio 25%, spot tv 15%, business papers 5%, point of sale 10%, direct mail 5%, cable 5%. Employes: 10. Top execs: Kenneth T. Wright, Warren M. Menaker, partners.

Phone: (312) 266-1177.

Merchandising Factory, San Francisco, reported gross income of $750,000 in 1982 on billings of $5,001,532. In 1981, it reported gross income of $742,800 on billings of $4,952,511. Volume in 1982 consisted of $666,666 in media, $1,266,666 in materials and services and $3,068,200 in capitalized fees. In 1981, volume consisted of $129,420 in media, $1,770,666 in materials and services and $3,052,425 in capitalized fees. Accounts gained: Zim's Restaurants, Carnation International Food Service. Lost: None. No billings breakdown was provided. Employes: 12. Top execs: R.E. McLean, chairman; J.S. Lewis, president; J.W. Bell, creative director; J. Weatherwax, account services.

Phone: (415) 956-4990.

Metcalfe-Cook & Smith, Nashville, had estimated gross income of $565,000 in 1982 on billings of $3,788,000. In 1981, it had estimated gross income of $525,000 on billings of $3,500,000. Volume in 1982 consisted of $3,468,000 in media, $288,084 in materials and services and $31,916 in capitalized fees. In 1981 it reported $3,500,000 in capitalized fees. Accounts gained: Paramount Pictures (three cities); Barbara Mandress One-Hour Photo; Kentucky Fried Chicken's South Carolina, North Carolina, Toledo and Richmond co-op programs; Davis-Watkins Co.; Cumberland Concerts. Billings breakdown: Newspapers 9%, magazines 3%, supplements 1%, radio 7%, spot tv 65%, cable tv 2%, outdoor 3%, business papers 3%, farm publications 1%, transit advertising 1%, point of sale 3%, direct mail 2%. Employes: 13. Top execs: Betty Cook Sanders, president; John J. January, exec vp; Margaret Greer, treasurer.

Phone: (615) 834-6323.

Michener Co., Valley Forge, Pa., reported gross income of $885,000 in 1982 on billings of $5,515,000. In 1981, it reported gross income of $861,187 on billings of $5,245,125. Volume in 1982 consisted of $2,140,000 in media, $1,175,000 in materials and services and $2,200,000 in capitalized fees. In 1981, volume consisted of $2,098,611 in media, $773,561 in materials and services and $2,372,953 in capitalized fees. Account gained: Streamlight Inc. Billings breakdown: Newspapers 10%, magazines 5%, supplements 2%, radio 5%, outdoor 2%, business papers 70%, direct mail 6%. Employes: 25. Top execs: Walter W. Michener, president; Kenneth T. Ulsh, exec vp.

Phone: (215) 964-0[illegible]00.

Miller, Addison, Steele, New York, reported gross income of $555,000 in 1982, on billings of $3,701,000, including $100,000 in non-U.S. volume. In 1981, it reported gross income of $463,000 on billings of $3,077,000, which includes $86,700 in overseas billings. Its 1982 U.S. volume consisted of $1,000,000 in media, $600,000 in materials and services and $2,001,000 in capitalized fees. In 1981, U.S. volume consisted of $1,500,000 in media, $500,000 in materials and services and $990,500 in capitalized fees. Billings breakdown: Newspapers 40%, magazines 20%, supplements 10%, outdoor 5%, direct mail 5%, other 20%. Employes: 12. Top execs: Kenneth I. Miller, president; Asa K. Lagerstrom, vp-secretary.

Phone: (212) 759-1060.

Harold Miller Marketeer, Miami, reported gross income of $254,000 in 1982 on billings of $2,999,180. In 1981, it reported gross income of $262,000 on billings of $3,073,840. Volume in 1982 consisted of $399,500 in media, $905,500 in materials and services and $1,694,180 in capitalized fees. In 1981, volume consisted of $405,800 in media, $920,500 in materials and services and $1,747,540 in capitalized fees. Billings breakdown: Newspapers 10%, magazines 5%, supplements 10%, outdoor 5%, direct mail 5%, other 65%. Employes: 1. Top exec: Harold Miller, president.

Phone: (305) 944-8442.

Howard Miller Associates, Lancaster, Pa., had estimated gross income of $440,000 in 1982, on billings of $2,921,214. In 1981, it had estimated gross income of $460,000 on billings of $3,095,307. Volume in 1982 consisted of $456,604 in media, $579,528 in materials and services and $1,885,082 in capitalized fees. In 1981, volume consisted of $494,526 in media, $621,689 in materials and services and $1,979,092 in capitalized fees. Billings breakdown: Newspapers 13%, radio 8%, business papers 44%, direct mail 15%, other 20%. Employes: 10. Top exec: Howard J. Miller Jr., president.

Phone: (717) 291-1130.

Mills Advertising, Los Angeles, reported gross income of $150,000 in 1982 on billings of $1,750,250. In 1981, it reported gross income of $125,000 on billings of $1,453,500. Volume in 1982 consisted of $1,150,000 in media, $100,000 in materials and services and $500,250 in capitalized fees. In 1981, volume consisted of $1,000,000 in media, $120,000 in materials and services and $333,500 in capitalized fees. No accounts were lost or gained in 1982. Billings breakdown: Newspapers 10%, magazines 40%, spot tv 40%, direct mail 10%. Employes: 4. Top exec: Ezra Millstein, president.

Phone: (213) 827-9800.

Mills Communications, Chicago, reported gross income of $292,500 in 1982, on billings of $2,572,020. In 1981, it reported gross income of $258,000 on billings of $2,542,000. Volume in 1982 consisted of $1,485,000 in media, $380,000 in materials and services and $707,020 in capitalized fees. In 1981, volume consisted of $1,500,000 in media, $373,000 in materials and services and $667,000 in capitalized fees. Accounts gained: Aronson Furniture & Appliances, Consumer Concepts. Lost: Field Suburban Publishing, Crawford Savings & Loan, Syndi-Rep. Billings breakdown: Newspapers 27%, magazines 14%, supplements 2%, radio 10%, spot tv 24%, outdoor 5%, business papers 2%, point of sale 3%, direct mail 10%, other 3%. Employes: 8. Top execs: Robert W. Mills, president; William Bowman, creative director; Mary Mills, media director.

Phone: (312) 527-9060.

Harold M. Mitchell Inc., New York, reported gross income of $189,668 and net income of $20,000 in 1982 on billings of $1,264,649. In 1981, it reported gross income of $198,378 and net income of $5,000 on billings of $1,415,325. Volume in 1982 consisted of $686,556 in media, $186,451 in materials and services and $391,642 in capitalized fees. In 1981, volume consisted of $751,350 in media, $239,309 in materials and services and $424,666 in capitalized fees. Accounts gained: Tanner, Way Station. Billings breakdown: Newspapers 12%, magazines 65%, business papers 22%, other 1%. Employes: 3. Top exec: Harold M. Mitchell, president.

Phone: (212) 679-4627.

Mohawk Advertising Co., Mason City, Ia., reported gross income of $549,785 in 1982 on billings of $3,667,066. In 1981, it reported gross income of $404,075 on billings of $2,695,179. Volume in 1982 consisted of $1,077,452 in media, $534,174 in materials and services and $2,055,440 in capitalized fees. In 1981, volume consisted of $923,695 in media, $344,691 in materials and services and $1,426,793 in capitalized fees. Accounts gained: Larson Mfg., Arts-Way Mfg., Astro Buildings, Henkel Construction Co., Safeguard. Lost: George A. Rolfes Co. Billings breakdown: Newspapers 11%, magazines 2%, radio

20%, spot tv 22%, outdoor 5%, business papers 10%, farm publications 22%, direct mail 8%, other 4%. Employes: 15. Top exec: James S. Clark, president and chairman.

Phone: (515) 423-1354.

Howard H. Monk & Associates, Rockford, Ill., reported gross income of $638,121 in 1982 on billings of $5,871,961. In 1981, it reported gross income of $1,024,603 on billings of $9,566,960. Volume in 1982 consisted of $833,453 in media, $850,942 in materials and services and $4,187,566 in capitalized fees. In 1981, volume consisted of $1,537,382 in media, $1,347,372 in materials and services and $6,682,206 in capitalized fees. Accounts gained: Detroit Broach and Machine, GCA Corp./Industrial Systems Group, Parker Pen Co. (special assignments). Lost: General Numeric Corp., LeGout Division, Fearn International. Billings breakdown: Newspapers 2%, magazines 85%, radio 1%, spot tv 9%, outdoor 3%. Employes: 18. Top execs: William C. Kirschner, president; E. Daniel Bors Jr., exec vp.

Phone: (815) 964-4631.

John L. Moorhead Advertising/Public Relations, Durham, N.C., had estimated gross income of $45,000 in 1982 on billings of $298,732. In 1981, it had estimated gross income of $40,000 on billings of $294,732. Volume in 1982 consisted of $40,943 in media, $20,471 in materials and services and $237,318 in capitalized fees. In 1981, volume consisted of $69,248 in media, $23,345 in materials and services and $202,139 in capitalized fees. Accounts gained: American Consulting Engineers Council. Lost: Clayton Durand Mfg. Billings breakdown: Newspapers 30%, radio 10%, business papers 45%, direct mail 15%. Employes: 3. Top exec: John L. Moorhead, president.

Phone: (919) 688-6137.

Mark Morris & Co., Minneapolis, reported gross income of $775,000 in 1982 on billings of $6,541,250. In 1981, it reported gross income of $536,000 on billings of $4,680,120. Volume in 1982 consisted of $102,000 in media, $1,270,000 in materials and services and $5,169,250 in capitalized fees. In 1981, volume consisted of $55,000 in media, $1,050,000 in materials and services and $3,575,120 in capitalized fees. Income and billing include two subsidiaries, Lord's Tiecrafter and Techno-Trak Inc. Accounts gained: Canon U.S.A., E.F. Johnson, Bandag, Midwest Photo, Executone Inc., Garp[illegible], IDS, American Express. Lost: Toyota Lift Trucks, Steiger, CPT. Billings breakdown: Newspapers 2%, magazines 3%, business papers 5%, direct mail 90%. Employes: 27. Top exec: Mark Morris, president and ceo.

Phone: (612) 872-1616.

Multimedia Advertising, Chattanooga, Tenn., reported gross income of $183,000 in 1982, on billings of $1,147,390. In 1981, it reported gross income of $180,000 on billings of $1,131,421. Volume in 1982 consisted of $510,000 in media, $524,000 in materials and services and $113,390 in capitalized fees. In 1981, volume consisted of $500,500 in media, $522,200 in materials and services and $108,721 in capitalized fees. Accounts gained: Polyloom Corp. of America, Southern Filter Media, Brock & Blevins. Billings breakdown: Newspapers 5%, magazines 20%, radio 15%, spot tv 40%, outdoor 5%, other 15%. Employes: 6. Top exec: David Z. Walley Jr., president-chairman.

Phone: (615) 624-4614.

MultiService Corp., Hartselle, Ala., reported gross income of $116,245 and net income of $38,400 in 1982 on billings of $711,695. It did not report 1981 results. Volume in 1982 consisted of $265,000 in media, $46,495 in materials and services and $400,200 in capitalized fees. Account gained: Ray Campbell for Senate. Billings breakdown: Newspapers 65%, radio 30%, outdoor 5%. Employes: 6 in two offices. Top execs: R.E. Johnston Jr., president; Shirley Odom, exec vp.

Phone: (205) 773-2082.

Murchison & Bailey, Fayetteville, N.C., had an estimated gross income of $290,000 in 1982 and net income of $27,507 on billings of $1,449,249. In 1981, it had an estimated gross income of $260,000 and net income of $15,068 on billings of $1,178,718. Volume in 1982 consisted of $243,668 in media, $89,507 in materials and services and $1,116,074 in capitalized fees. In 1981, volume consisted of $179,308 in media, $66,320 in materials and services and $933,091 in capitalized fees. Accounts gained: Tomahawk Farms, Baldino's Giant Jersey Subs, Pappas' International Subs, Green Valley Country Club, Mount Sinai Baptist Church. Lost: Bensen Aircraft, United National Bank. Billings breakdown: Newspapers 37%, magazines 4%, radio 30%, network tv 6%, outdoor 22%, other 1%. Employes: 8. Top exec: William D. Bailey, president.

Phone: (919) 323-0651.

Myers & Associates, Stuart, Fla., reported gross income of $892,972 in 1982 on billings of $6,004,456. In 1981, it reported gross income of $768,870 on billings of $5,004,620. Volume in 1982 consisted of $3,164,310 in media, $499,883 in materials and services and $2,340,263 in capitalized fees. In 1981, volume consisted of $2,272,887 in media, $427,635 in materials and services and $2,304,098 in capitalized fees. Accounts gained: Rawlings Golf, Bear's Den Properties, Kissimmee St. Cloud Convention/Visitors Bureau. Lost: Spencer Boats Co. Billings breakdown: Newspapers 35%, magazines 20%, radio 10%, spot tv 25%, outdoor 2%, business papers 5%, direct mail 3%. Employes: 17. Top exec: Kip Myers, president-creative director.

Phone: (305) 287-1990.

Henry Nachman Associates, New York, reported gross income of $126,500 in 1982 on billings of $886,000. In 1981, it reported gross income of $124,000 on billings of $869,000. Volume in 1982 consisted of $719,000 in media and $167,000 in materials and services. In 1981, volume consisted of $705,000 in media and $164,000 in materials and services. Billings breakdown: Newspapers 10%, magazines 20%, radio 30%, spot tv 25%, business papers 15%. Employes: 5. Top exec: Henry Nachman Jr., president.

Phone: (212) 532-5568.

Naftzger & Kuhe, Farmington, Conn., reported gross income of $773,416 in 1982 on billings of $6,427,411. In 1981, it reported gross income of $609,064 on billings of $4,095,010. Volume in 1982 consisted of $2,500,000 in media, $759,448 in materials and services and $3,167,963 in capitalized fees. In 1981, volume consisted of $1,600,000 in media, $474,000 in materials and services and $2,021,010 in capitalized fees. Accounts gained: Connecticut Chevrolet Dealers Assn., State Bank for Savings, First Federal Savings & Loan, Security Connecticut Life Insurance. Billings breakdown: Newspapers 12%, magazines 30%, radio 13%, spot tv 18%, outdoor 1%, business papers 25%, direct mail 1%. Employes: 23. Top execs: John Naftzger, president; H.J. Kuhe, exec vp.

Phone: (203) 677-7900.

Neilson & Anklam, Studio City, Cal., reported gross income of $464,210 and net income of $37,047 in 1982 on billings of $1,290,312. In 1981, it reported gross income of $379,399 and net income of $6,964 on billings of $1,100,784. Volume in 1982 consisted of $423,126 in media, $504,325 in materials and services and $362,861 in capitalized fees. In 1981, volume consisted of $307,501 in media, $558,172 in materials and services and $235,111 in capitalized fees. Accounts gained: Spires (corporate), Vogue coaches, Otari Electric Co., Toa Electronics. Lost: Cetec antennas. Billings breakdown: Newspapers 15%, magazines 60%, radio 5%, other 20%. Employes: 11 in two offices. Top execs: Barry D. Anklam, president-ceo; Ron Neilson, chairman.

Phone: (213) 980-1631.

New England Advertising Associates, Rowayton, Conn., had estimated gross income of $112,000 in 1982 on billings of $751,932. In 1981, it had estimated gross income of $144,000 on billings of $958,784. Volume in 1982 consisted of $98,645 in media, $463,192 in materials and services and $190,095 in capitalized fees. In 1981, volume consisted of $143,791 in media, $581,543 in materials and services and $233,450 in capitalized fees. Accounts gained: Ayerst Laboratories, E. Leitz. Billings breakdown: Business papers 13%, direct mail 80%, other 7%. Employes: 5. Top exec: William D. Gulick, president.

Phone: (203) 838-8812.

Newton Associates, Devon, Pa., had estimated gross income of $300,000 in 1982, on billings of $2,400,000. In 1981, it had estimated gross income of $187,379 on billings of $1,848,218. It did not break out its volume for either year. Accounts gained: Ellisco Inc., Portescap Transicoil. Lost: Accu-Sort Systems, Solidstate Controls. Billings breakdown: Newspapers 15%, magazines 55%, radio 15%, spot tv 10%, transit advertising 2%, direct mail 3%. Employes: 8. Top exec: Jon Newton, president.

Phone: (215) 964-9300.

Nissen Advertising, Lakeland, Fla., reported gross income of $441,200, including $1,200 in non-U.S. income and net income of $28,000 on billings of $4,717,440 in 1982. In 1981, it reported gross income of $460,800, including $800 in non-U.S. income, and net income of $16,000 on billings of $5,094,800. Its U.S. volume in 1982 consisted of $3,000,000 in media, $130,000 in materials and services and $1,534,100 in capitalized fees. Overseas volume in 1982 of $53,340 consisted of $40,000 in media, $2,000 in materials and services and $11,340 in capitalized fees. In 1981, U.S. volume consisted of $3,300,000 in media, $140,000 in materials and services and $1,600,800 in capitalized fees. Its 1981 overseas volume of $54,000 consisted of $50,000 in media, $3,000 in materials and services and $1,000 in capitalized fees. Accounts gained: Poinciana New Township, Kaplan Industries, Lake Bentley Shores, Lakeland Manor Hospital. Lost: Laird's Irish Jams. Billings breakdown: Newspapers 25%, magazines 10%, radio 15%, spot tv 30%, cable tv 1%, outdoor 4%, business papers 10%, transit advertising 1%, point of sale 2%, direct mail 2%. Employes: 14 in two offices. Top exec: Nis Nissen, president.

Phone: (813) 688-7078.

Northeast Advertising Group, New York, had estimated gross income of $500,000 in 1982 on billings of $3,341,000. In 1981, it had estimated gross income of $165,000 on billings of $1,099,784. Volume in 1982 consisted of $955,000 in media, $778,000 in materials and services and $1,608,000 in capitalized fees. In 1981, volume consisted of $280,000 in media, $184,800 in materials and services and $634,984 in capitalized fees. Accounts gained: Fashion Footwear Assn. of New York, Olem Shoe Corp., NRG Clothing Concepts, New York City's 3rd Annual Salute to the Fashion & Beauty Industries, Sweats bi ebe, Rio Rio Footwear, Bugle Boy U.S.A., A. Wachsberger Roofing, Georgette Ghica. Billings breakdown: Newspapers 28%, magazines 37%, supplements 9%, outdoor 3%, business papers 3%, point of sale 5%, direct mail 13%, other 2%. Employes: 15. Top execs: Margaret Launzel-Pennes, president; Hal Just, secretary/treasurer/creative director.

Phone: (212) 696-0722.

Nucifora & Associates, Atlanta, reported gross income of $124,027 in 1982 on billings of $1,105,138. In 1981, it reported gross income of $56,556 on billings of $377,161. Volume in 1982 consisted of $402,006 in media, $124,843 in materials and services and $578,289 in capitalized fees. In 1981, volume consisted of $74,136 in media, $62,905 in materials and services and $240,120 in capitalized fees. Accounts gained: Beverly Bremer Silver Shop, Catronix Corp., Computerland of Atlanta, First National Bank of Cobb County, Trax Auto Centers. Lost: None. Billings breakdown: Newspapers 30%, magazines 10%, radio 10%, spot tv 5%, business papers 20%, direct mail 5%, collateral 20%. Employes: 5. Top exec: Alf Nucifora, president.

Phone: (404) 892-9555.

Nutrition Marketing Co., Englewood, N.J., had estimated gross income of $120,000 in 1982 on billings of $800,000. In 1981, it had estimated gross income of $63,000 on billings of $420,000. Volume in 1982 consisted of $800,000 in media. In 1981, volume

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Gross income under $1,000,000

consisted of $420,000 in media. Billings breakdown: Newspapers 60%, magazines 20%, radio 20%. Employes: 3. Top execs: Robert M. Harris, Cecily Harris, Susan Harris.

Phone: (201) 568-9300.

Omaha Creative Group, Omaha, Neb., had an estimated gross income of $450,000 in 1982 on billings of $2,767,000. In 1981, it had an estimated gross income of $420,000 on billings of $2,567,000. Volume in 1982 consisted of $500,000 in media, $1,600,000 in materials and services and $667,000 in capitalized fees. In 1981, volume consisted of $450,000 in media, $1,450,000 in materials and services and $2,567,000 in capitalized fees. No accounts were gained or lost in 1982. Billings breakdown: Newspapers 5%, magazines 16%, point of sale 1%, direct mail 78%. Employes: 12. Top execs: Frederick J. Simon, president and chairman; Robert D. Bonardi, exec vp.

Phone: (402) 391-3660.

Orion Group, Minneapolis, reported gross income of $650,000 in 1982 on billings of $5,300,000. In 1981, it reported gross income of $350,000 on billings of $2,200,000. Volume in 1982 consisted of $3,500,000 in media, $800,000 in materials and services and $733,000 in capitalized fees. In 1981, volume consisted of $3,500,000 in media, $400,000 in materials and services and $400,000 in capitalized fees. Accounts gained: Metro Bank Group, Creative Lighting, Stuart Co. Developers, Eloigne Data Processing Center, Pickwick Co., Lancers Retail Clothing Chain, Worthington Group, National City Bank of Minneapolis, Haskells, Yellow Cab, Miller Mortgage, Atlas Foods, National Insurance Wholesalers. Billings breakdown: Newspapers 18%, magazines 20%, radio 29%, spot tv 22%, outdoor 5%, direct mail 6%. Employes: 21. Top execs: Myles Spicer, chairman; Edward Rubenstein, president.

Phone: (612) 544-2115.

Pace Advertising & Public Relations, Woodbridge, Conn., reported gross income of $421,422 and net income of $170,922 in 1982, on billings of $1,085,027. In 1981, it reported gross income of $303,173 and net income of $55,845 on billings of $1,515,100. Volume in 1982 consisted of $130,000 in media, $175,000 in materials and services and $780,027 in capitalized fees. In 1981, volume consisted of $147,982 in media, $429,723 in materials and services and $937,395 in capitalized fees. Accounts gained: Beachwood Associates; Castle Farm Associates; Ever Right Realty Corp.; Siclari & Siclari; Stoner, Gross, Chorches & Lapuk; Bank of Hartford; Cambridge Associates; Yale New Haven Hospital; Westbridge, Gamm & Gamm. Billings breakdown: Newspapers 45%, magazines 5%, supplements 1%, radio 15%, spot tv 5%, business papers 5%, transit advertising 1%, point of sale 3%, direct mail 20%. Employes: 8. Top exec: Richard S. Eaton, president.

Phone: (203) 397-4974.

Paolin & Sweeney, Cherry Hill, N.J., reported gross income of $603,428 in 1982 on billings of $5,149,250. In 1981, it reported gross income of $443,034 on billings of $4,401,495. Volume in 1982 consisted of $945,000 in media, $369,000 in materials and services and $3,835,250 in capitalized fees. In 1981, volume consisted of $1,222,631 in media, $186,239 in materials and services and $2,992,625 in capitalized fees. Accounts gained: Robert Sheridan & Partner, Toll Brothers Builders, Finneran & Haily Paints, Cherry Hill Inn, Quality Inn, Maltbie Associates. Lost: Our Lady of Lourdes Hospital, First Federal Savings & Loan of Burlington City. Billings breakdown: Newspapers 30%, magazines 20%, radio 20%, spot tv 10%, cable tv 10%, direct mail 10%. Employes: 15. Top exec: John R. Paolin, president.

Phone: (609) 667-7700.

Patchen Brownfeld, Phoenix, Ariz., had estimated gross income of $380,000 in 1982 on billings of $2,500,000. In 1981, it had estimated gross income of $300,000 on billings of $2,000,000. Volume in 1982 consisted of $2,000,000 in media, $300,000 in materials and services and $200,000 in capitalized fees. In 1981, volume consisted of $1,617,000 in media, $250,000 in materials and services and $130,000 in capitalized fees. Billings breakdown: Newspapers 25%, magazines 20%, radio 10%, spot tv 5%, outdoor 10%, business papers 15%, point of sale 5%, direct mail 10%. Employes: 7. Top exec: Stephen R. Patchen, president.

Phone: (602) 274-7707.

Gerald Patlis Advertising, New York, reported gross income of $354,000 in 1982 on billings of $2,360,000. In 1981, it reported gross income of $293,832 on billings of $1,958,880. Volume in 1982 consisted of $1,925,000 in media, $265,000 in materials and services and $170,000 in capitalized fees. In 1981, volume consisted of $1,450,000 in media, $82,000 in materials and services and $426,880 in capitalized fees. Accounts gained: Translation division of Berlitz Language School, Katharine Gibbs School, special projects with D'Arcy-MacManus & Masius, test assignment with Royal Insurance. Billings breakdown: Newspapers 25%, magazines 30%, supplements 10%, radio 5%, spot tv 10%, direct mail 20%. Employes: 15. Top exec: Gerald Patlis, president.

Phone: (212) 759-6400.

Patterson Advertising, Topeka, Kan., reported gross income of $664,961 in 1982 on billings of $4,389,881 In 1981, it reported gross income of $657,380 on billings of $4,384,700. Volume in 1982 consisted of $1,460,931 in media, $333,273 in materials and services and $2,595,677 in capitalized fees. In 1981, volume consisted of $1,719,600 in media, $260,600 in materials and services and $2,404,500 in capitalized fees. Accounts gained: Nelson's Super Stores, Security State Bank, Kansas Hospital Assn., Magic One-Hour Photo. Lost: Kaw Valley State Bank. Billings breakdown: Newspapers 25%, radio 18%, spot tv 45%, outdoor 1%, business papers 10%, direct mail 1%. Employes: 16. Top exec: Duane T. Patterson, president.

Phone: (913) 266-3636.

Maurice Paulsen Advertising, Sioux Falls, S.D., reported gross income of $213,568 in 1982, and net income of $20,868 on billings of $1,416,706. In 1981, it reported gross income of $196,182 and net income of $17,689 on billings of $1,270,588. Volume in 1982 consisted of $1,204,360 in media, $160,320 in materials and services and $52,026 in capitalized fees. In 1981, volume consisted of $1,072,820 in media, $145,742 in materials and services and $52,026 in capitalized fees. Accounts gained: Van Wyk Trucking, Link Mfg., Main-Tainer Corp. Billings breakdown: Newspapers 12%, magazines 41%, supplements 1%, radio 8%, spot tv 20%, outdoor 1%, business papers 4%, farm publications 13%. Employes: 6. Top exec: Maurice Paulsen, president.

Phone: (605) 336-1745.

Peterson-Morris, St. Paul, Minn., reported gross income of $600,000 in 1982 on billings of $4,000,000. In 1981, it reported gross income of $525,000 on billings of $3,500,000. No volume breakdown was provided for either year. Accounts gained: Universal Cooperatives, Van Dale Inc., KHD Canada, Swine Service Specialists, Versatol, Insectaway, Colwell Press, Worldwide Products, Presidential Golf View Estates. No billings breakdown was provided. Employes: 10. Top execs: Jack Morris, president; Harlan Stoehr, senior vp.

Phone: (612) 645-0581.

Phillips Organization, San Diego, reported gross income of $915,000 in 1982 on billings of $6,103,050. In 1981, it reported gross income of $1,016,500 on billings of $6,780,000. No volume breakdown was provided for either year. Billings breakdown: Newspapers 15%, magazines 25%, radio 10%, spot tv 10%, outdoor 2%, business papers 5%, transit advertising 3%, direct mail 10%, other 20%. Employes: 23. Top execs: Robert B. Phillips, R. Mark Sickman, Frank Pace, Robert D. Guzman.

Phone: (619) 274-8100.

Pierce-Davis & Associates, Arlington, Tex., had estimated gross income of $420,000 and net income of $79,425 in 1982 on billings of $2,784,500. In 1981, it had estimated gross income of $385,000 and net income of $41,477 on billings of $2,536,050. Volume in 1982 consisted of $245,000 in media, $205,000 in matèrials and services and $2,334,500 in capitalized fees. In 1981, volume consisted of $235,000 in media, $200,000 in materials and services and $2,101,050 in capitalized fees. Accounts gained: Mooney Engineering, Rockmaster, Dallas/Fort Worth BPA. Lost: Goodwin Barns Mfg., Bio-Clinic, Gruneau Southwest. Billings breakdown: Newspapers 11%, magazines 28%, radio 16%, spot tv 5%, business papers 17%, point-of-sale 3%, direct mail 20%. Employes: 12. Top execs: C.A. Davis, president; B.D. Pierce, exec vp; J.A. Underwood, secretary-treasurer.

Phone: (817) 261-1131.

Poole Advertising, Houston, reported gross income of $756,615 and net income of $63,129 in 1982 on billings of $4,111,567. In 1981, it reported gross income of $630,643 and net income of $38,079 on billings of $3,821,137. Volume in 1982 consisted of $685,239 in media, $912,232 in materials and services and $2,514,095 in capitalized fees. In 1981, volume consisted of $653,875 in media, $496,974 in materials and services and $2,670,288 in capitalized fees. Accounts gained: PBR Offshore Marine, Mechanical Equipment Co. Billings breakdown: Radio 1%, business papers 99%. Employes: 14. Top exec: S.R. Poole, president.

Phone: (713) 780-0562.

L. Quillan & Associates, La Crosse, Wis., reported gross income of $389,667 and net income of $19,637 in 1982 on billings of $960,613. In 1981, it reported gross income of $291,553 on billings of $680,297. Volume in 1982 consisted of $125,737 in media, $163,234 in materials and services and $671,641 in capitalized fees. In 1981, volume consisted of $98,213 in media, $124,778 in materials and services and $457,305 in capitalized fees. Accounts gained: O.R.C. Industries, Greenfield Stables, La Crosse Plumbing Supply, La Crosse Queen. It lost Radisson La Crosse Hotel. Billings breakdown: Newspapers 12%, magazines 8%, radio 21%, spot tv 16%, outdoor 4%, business papers 3%, direct mail 4%, other 27%. Employes: 7. Top exec: Lawrence J. Quillin, president.

Phone: (608) 788-8292.

R.S.M.& K., New York, reported gross income of $851,031 in 1982 on billings of $5,985,480. In 1981, it reported gross income of $819,010 on billings of $5,744,855. Volume in 1982 consisted of $2,061,000 in media, $649,510 in materials and services and $3,274,970 in capitalized fees. In 1981, volume consisted of $1,984,655 in media, $538,620 in materials and services and $3,221,610 in capitalized fees. Accounts gained: Maurice E. Knight division, Koch Engineering Co. Billings breakdown: Newspapers 6%, magazines 36%, radio 7%, spot tv 12%, business papers 37%, point-of-sale 1%, direct mail 1%. Employes: 14. Top execs: Leon Katz, chairman; Joseph Bartalone, vice chairman; Mel Mohr, president.

Phone: (212) 759-7070.

Jules Rabin Associates, Valley Stream, N.Y., reported gross income of $700,000 and net income of $125,000 in 1982 on billings of $3,500,000. It did not report 1981 figures. Volume in 1982 consisted of $2,800,000 in media, $700,000 in materials and services. Accounts gained: Interplex, Formato Unlimited. It lost Helix. Billings breakdown: Newspapers 35%, magazines 35%, radio 5%, spot tv 5%, direct mail 20%. Employes: 18. Top exec: Jules Rabin, president.

Phone: (516) 561-9160.

Rahm Advertising & Public Relations, Oakland, Cal., reported gross income of $327,799 in 1982 on billings of $1,158,638. It did not report figures for 1981. Volume in 1982 consisted of $436,123 in media, $268,742 in materials and services and $453,773 in capitalized fees. Accounts gained: Bank of Oakland, Dunne Paint Co., Oakland SPCA, JBN Motel Systems, Oakland Airport Hilton, Posten Design Systems. Billings breakdown: Newspapers 12%, magazines 6%, radio 20%, outdoor 2%, business papers 18%, other (production) 44%. Employes: 11. Top execs: John Hermansky, president; James C. Resor, exec vp.

Phone: (415) 832-1500.

Rainoldi-Bowles, San Francisco, reported gross income of $673,357 and net income of $68,557 in 1982 on billings of $4,315,582. In 1981, it had gross income of $492,774 and net income of $55,142 on billings of $3,243,087. Volume in 1982 consisted of $791,118 in media, $1,258,505 in materials and services and $2,265,959 in capitalized fees. In 1981, volume consisted of $687,216 in media, $951,520 in materials and services and $1,604,351 in capitalized fees. Accounts gained: Cas Systems, Intermedics Orthopedics, Metro Pacific Enterprises, Shield Home Health Care, SmithKline Diagnostics, Soladex Corp., Sungene Corp. Lost: Cutter Biological, National Communications, SmithKline Instruments. Billings breakdown: Newspapers 5%, magazines 20%, radio 5%, outdoor 1%, transit advertising 1%, point-of-sale 40%, direct mail 20%, other 8%. Employes: 12. Top execs: Joseph C. Rainoldi, president; John T. Stirling, secretary/treasurer.

Phone: (415) 974-1830.

Rathke Blair Kerns & Frost, Rockford, Ill., reported gross income of $648,713 in 1982 on billings of $4,193,105. In 1981, it reported gross income of $419,174 on billings of $4,001,052. Volume in 1982 consisted of $904,479 in media, $380,012 in materials and services and $2,908,614 in capitalized fees. In 1981, volume consisted of $861,305 in media, $343,856 in materials and services and $2,795,891 in capitalized fees. Accounts gained: Conn Keyboards, Beloit Corp., System Seven Hair Salons, Cooperheat, F.A. Harrison Sample Co., United Industries, Larson & Darby Architects. Lost: Bergner Weise, Wells Engberg, GC Electronics. Billings breakdown: Newspapers 10%, magazines 3%, radio 12%, spot tv 18%, outdoor 3%, business papers 19%, farm publications 3%, point-of-sale 5%, direct mail 5%, other 22%. Employes: 13. Top execs: Roger H. Rathke; president, Jack Frost, exec vp.

Phone: (815) 226-9130.

Redmond, Amundson & Rice, Virginia Beach, Va., had estimated gross income of $680,000 in 1982 on billings of $4,583,000. In 1981, it had estimated gross income of $515,000 on billings of $3,429,100. The agency did not break out its volume for 1982 or 1981. Billings breakdown: Newspapers 3%, magazines 2%, radio 22%, spot tv 69%, cable tv 1%, outdoor 0.75%, transit advertising 0.25%, direct mail 2%. Employes: 24. Top exec: Russel J. Redmond, president.

Phone: (804) 499-1203.

Renner-Burns Advertising, Edna, Minn., reported gross income of $285,000 in 1982 on billings of $1,900,000. In 1981, it reported gross income of $270,000 on billings of $1,800,000. Volume in 1982 consisted of $1,900,000 in media. In 1981, volume consisted of $1,800,000, in media. Accounts gained: Pentagon Office Park, 3M, Atwater McMillian Insurance. Lost: Integrated Microcircuits. Billings breakdown: Newspapers 16%, magazines 10%, radio 7.5%, spot tv 25%, outdoor 2.5%, business papers 30%, direct mail 4%, other 5%. Employes: 8. Top exec: Duane H. Renner, president.

Phone: (612) 831-7725.

Reynolds-Sullivan Advertising, Mobile, Ala., had estimated gross income of $515,000 in 1982 on billings of $3,450,000. In 1981, it reported gross income of $300,000 on billings of $3,000,000. Volume in 1982 consisted of $1,600,000 in media, $450,000 in materials and services and $1,400,000 in capitalized fees. In 1981, volume consisted of $1,400,000 in media, $400,000 in materials and services and $1,200,000 in capitalized fees. Accounts gained: Bender Shipbuilding & Repair, Med-Data, McConnell Cadillac, Mobile Marine Radio, Fry-Zelnicker-Brinsfield, Gulf Alliance Marine Services. Lost: Guaranty Savings & Loan Assn., Godfrey Enterprises. Billings breakdown: Newspapers 20%, magazines 5%, radio 20%, spot tv 24%, cable tv 1%, outdoor 10%, business papers 15%, point-of-sale 2%, direct mail 3%. Employes: 10. Top execs: Bruce Reynolds, exec vp; Richard Sullivan, president.

Phone: (205) 476-6677.

Rhea & Kaiser Advertising, Oak Brook, Ill., had estimated gross income of $750,000 in 1982 on capitalized billings of $5,001,772. In 1981, it had estimated gross income of $645,000 on capitalized billings of $4,300,000. Volume in 1982 consisted of $1,456,000 in media and $3,545,772 in capitalized fees. Accounts gained: Ciba-Geigy agricultural products (projects), Nor-Am Agricultural Products (all products, U.S. market). Billings breakdown: Newspapers 5%, magazines 5%, radio 10%, farm publications 50%, point of sale 15%, direct mail 15%. Employes: 12. Top execs: Stephen L. Rhea, president; John V. Kaiser, exec vp.

Phone: (312) 654-3344.

Ribnick & Associates, Houston, reported gross income of $250,000 and net income of $100,000 in 1982 on billings of $900,000. In 1981, it had estimated gross income of $200,000 on billings of $850,000. Volume in 1982 consisted of $900,000 in media. No volume breakout was provided for 1981. Accounts gained: Tex-On, Curtis-Mathes of Houston, Woofie's, Crestwood on the Park, Allied Cos., Lemac Construction Co., RRF Computers, Fine Arts Gallery, Tranquility Park, Helfman Ford, River Oaks Chrysler. Billings breakdown: Newspapers 20%, magazines 5%, radio 30%, spot tv 30%, outdoor 10%, other 5%. Employes: 10. Top exec: Jerry Ribnick, president.

Phone: (713) 526-3089.

Rice Advertising Agency, Oklahoma City, had estimated gross income of $180,000 in 1982 on billings of $1,201,061. In 1981, estimated gross income was $165,000 on billings of $1,096,740. Volume in 1982 consisted of $1,130,000 in media, $15,700 in materials and services and $55,361 in capitalized fees. In 1981 volume consisted of $1,065,500 in media, $11,230 in materials and services and $20,010 in capitalized fees. Billings breakdown: Newspapers 15%, magazines 15%, radio 23%, spot tv 30%, outdoor 5%, direct mail 2%, other 10%. Employes: 8. Top exec: Jim L. Rice, president.

Phone: (405) 943-9849.

Richmond Advertising/Reinhold Associates, New York, reported gross income of $520,193 in 1982 on billings of $4,394,165. In 1981, it reported gross income of $466,903 on billings of $4,569,648. Volume in 1982 consisted of $3,011,134 in media and $1,383,031 in capitalized fees. In 1981, volume consisted of $3,075,428 in media and $1,494,220 in capitalized fees. Billings breakdown: Newspapers 25%, magazines 6%, radio 18%, spot tv 3%, busi-

ness papers 35%, transit advertising 13%. Employes: 12. Top execs: Louis E. Reinhold, president; Philip Reinhold, treasurer.
Phone: (212) 685-9000.

E.H. Rogers & Co., Los Angeles, had estimated gross income of $850,000 in 1982 on billings of $5,655,000. In 1981, it had estimated gross income of $830,000 on billings of $5,460,000. Volume in 1982 consisted of $5,220,000 in media, $435,000 in materials and services. In 1981, volume consisted of $5,040,000 in media, $420,000 in materials and services. Billings breakdown: Newspapers 5%, magazines 20%, radio 35%, outdoor 15%, business papers 20%, direct mail 5%. Employes: 6. Top exec: E.H. Rogers Jr., president.
Phone: (213) 462-0771.

Roggers, French & Co., Irvine, Cal., reported gross income of $887,077 in 1982, including $180,362 in non-U.S. income, in 1982 on billings of $5,914,823. In 1981, it reported gross income of $665,332, including $124,389 in non-U.S. income, on billings of $4,435,550. U.S. volume in 1982 consisted of $2,848,646 in media, $632,118 in materials and services and $1,231,282 in capitalized fees. Non-U.S. 1982 volume of $1,202,777 consisted of $418,625 in media, $64,125 in materials and services and $720,027 in capitalized fees. Non-U.S. gross income was $180,362. In 1981, U.S. volume consisted of $2,255,600 in media, $228,300 in materials and services and $1,122,388 in capitalized fees. Its 1981 overseas volume of $829,262 consisted of $325,650 in media, $50,052 in materials and services and $[illegible]53,560 in capitalized fees. Overseas gross income in 1981 was $124,389. Accounts gained: Yamaha Generators, Baron Data, Standard Aero International. Accounts gained overseas: Fissler GmbH, Temro Ltd. Billings breakdown: Newspapers 3%, magazines 47%, radio 20%, spot tv 10%, outdoor 5%, business papers 2%, transit advertising 3%, point of sale 5%, direct mail 5%. Employes: 21 in two offices. Top exec: William C. French, president.
Phone: (714) 557-0642.

Ned K. Rosenblatt Advertising, Santa Fe Springs, Cal., reported gross income of $91,000 and net income of $46,300 in 1982 on billings of $532,900. In 1981, it reported gross income of $102,000 and net income of $48,250 on billings of $707,665. Volume in 1982 consisted of $13,650 in materials and services and $519,250 in capitalized fees. In 1981, volume consisted of $12,500 in materials and services and $695,165 in capitalized fees. Accounts gained: Seapool Inc., Sam Cal Corp. Lost: Motor Cargo. Billings breakdown: Magazines 5%, other (trade publications) 95%. Employes: 2. Top execs: Ned Rosenblatt, owner; David G. Platter.
Phone: (213) 692-6373.

Rubicom Associates, Bannockburn, Ill., reported gross income of $276,250 in 1982 on billings of $1,852,040. In 1981, it reported gross income of $235,820 on billings of $1,561,920. Volume in 1982 consisted of $667,000 in media, $438,000 in materials and services and $747,040 in capitalized fees. In 1981, volume consisted of $546,000 in media, $375,600 in materials and services and $640,320 in capitalized fees. Accounts gained: Vicrox Business Products, Raytheon Medical Systems. Lost: Manu-tronics. Billings breakdown: Newspapers 4%, radio 2%, business papers 76%, point-of-sale 3%, direct mail 15%. Employes: 8. Top execs: Ronald Rubin, president; Todd B. VanSlyke, exec vp.
Phone: (312) 295-7700.

S.M. Sachs & Associates,, New York, reported gross income of $260,000 and net income of $30,000 in 1982 on billings of $1,775,500. In 1981, it reported gross income of $210,000 and net income of $25,000 on billings of $1,533,750. Volume in 1982 consisted of $650,000 in media, $125,000 in materials and services and $1,000,500 in capitalized fees. In 1981, volume consisted of $600,000 in media, $100,000 in materials and services and $1,533,750 in capitalized fees. Accounts gained: Glue-Fast Equipment Co., Rotron division EE&G, Combustion Engineering division, Howe-Baker Engineers. Billings breakdown: Newspapers 30%, magazines 65%, radio 2%, point-of-sale 1%, direct mail 2%. Employes: 7. Top exec: Robert Zises, president.
Phone: (212) 986-2565.

Sader & Ackerman, New York, reported gross income of $372,000 in 1982 on billings of $3,715,000. In 1981 it reported gross income of $203,000 and net income of $33,000 on billings of $3,054,000. Volume in 1982 consisted of $835,000 in media, $680,000 in materials and services and $2,200,000 in capitalized fees. In 1981, volume consisted of $950,000 in media, $750,000 in materials and services and $1,354,000 in capitalized fees. Billings of a subsidiary, Super Bowl Promotions, are included in the totals. Accounts gained: Thorn EMI, Word Processing Exchange, Features by Giftmaster. Billings breakdown: Newspapers 1%, magazines 20%, radio 1%, spot tv 15%, cable tv 20%, point-of-sale 3%, direct mail 40%. Employes: 8. Top exec: Archie Sader, president.
Phone: (212) 370-1800.

Sage Advertising, Helena, Mont., reported gross income of $655,768 in 1982 on billings of $4,372,508. In 1981, it reported gross income of $628,360 on billings of $4,190,155. Volume in 1982 consisted of $1,882,146 in media, $1,043,832 in materials and services and $1,446,530 in capitalized fees. In 1981, volume consisted of $1,424,682 in media, $515,359 in materials and services and $2,250,155 in capitalized fees. Billings breakdown: Newspapers 25%, magazines 10%, radio 27%, spot tv 35%, outdoor 3%. Employes: 26 in two offices. Top execs: Frank Holub, president-Helena; James Graff, president-Billings; Robert Henkel, ceo.
Phone: (406) 442-9500.

Murray Salit & Associates, New York, reported gross income of $930,000 in 1982 on billings of $6,200,000. In 1981, it reported gross income of $1,149,000 on billings of $7,660,000. Volume in 1982 consisted of $6,200,000 entirely in media billings. In 1981, volume consisted of $7,660,000, entirely in media. Accounts gained: Waterville Sportswear, Badische Nylon Fibers, division of BASF Industries, Perfumer's Workshop, Fragrance du Monde, N. Erlanger Blumgort. Lost: Parfums Stern, Bank of Beverly Hills, Trimfit Hosiery. Billings breakdown: Newspapers 5%, magazines 35%, radio 5%, network tv 10%, spot tv 40%, business papers 5%. Employes: 12. Top execs: Charles Auerbach, exec vp; Murray H. Salit, president.
Phone: (212) 661-7300.

Sanders, Perrault & Morton, El Paso, Tex., reported gross income of $624,843 and net income of $33,227 in 1982 on billings of $4,793,083. In 1981, it reported gross income of $678,201 and net income of $47,575 on billings of $5,544,197. Volume in 1982 consisted of $1,237,467 in media, $339,229 in materials and services and $3,216,387 in capitalized fees. In 1981, volume consisted of $1,297,501 in media, $556,585 in materials and services and $3,690,111 in capitalized fees. Billings breakdown: Newspapers 16%, magazines 20%, radio 18%, network tv 24%, outdoor 13%, direct mail 9%. Employes: 24. Top exec: David E. Sanders, chairman.
Phone: (915) 533-9583.

Saxe Mitchell, Woodbury, N.Y., reported gross income of $838,000 in 1982 on billings of $4,935,500. In 1981, it reported gross income of $802,000 on billings of $4,473,000. Volume in 1982 consisted of $3,640,000 in media, $122,000 in materials and services and $353,500 in capitalized fees. In 1981, volume consisted of $3,250,000 in media, $101,000 in materials and services and $320,100 in capitalized fees. Accounts gained: Greyhound Temporary Personnel, Fraser/Gold. Billings breakdown: Newspapers 60%, magazines 10%, radio 10%, spot tv 20%. Employes: 14. Top execs: Mitchell Laub, president; Stan Miller, executive creative director.
Phone: (516) 364-9595.

R.C. Schade & Associates, New Paltz, N.Y., had estimated gross income of $91,500 in 1982 on billings of $610,727. In 1981, it had estimated gross income of $96,000 on billings of $642,677. Volume in 1982 consisted of $314,741 in media, $59,368 in materials and services and $236,618 in capitalized fees. In 1981, volume consisted of $313,105 in media, $81,401 in materials and services and $248,171 in capitalized fees. Accounts gained: American Craft Council's American Craft Enterprises subsidiary, Clemson Group. Lost: Kieley & Mueller, ALOS Micrographics Corp. Billings breakdown: Business papers 100%. Employes: 2. Top execs: Ronald C. Schade, president; Barbara Schade, vp.
Phone: (914) 255-5840.

Scharfberg & Associates, Jenkintown, Pa., reported gross income of $990,000 in 1982 on billings of $6,450,400. In 1981, it reported gross income of $965,000 on billings of $6,450,000. Volume in 1982 consisted of $5,150,000 in media, $500,000 in materials and services and $800,400 in capitalized fees. In 1981, volume consisted of $5,049,200 in media, $500,000 in materials and services and $900,800 in capitalized fees. Account gained: Acorn Development Corp. Lost: Schlesinger Brothers. Billings breakdown: Newspapers 20%, magazines 10%, radio 35%, spot tv 25%, cable tv 3%, outdoor 2%, business papers 5%. Employes: 11. Top execs: Sheldon Scharfberg, president; Richard S. Menapace, exec vp-creative director.
Phone: (215) 224-2705.

Jerome H. Schmelzer & Associates, Cleveland, reported gross income of $202,000 and net income of $72,000 in 1982 on billings of $1,765,300. In 1981, it reported gross income of $179,000 and net income of $61,000 on billings of $1,217,000. Volume in 1982 consisted of $326,000 in media, $172,000 in materials and services and $1,267,300 in capitalized fees. In 1981, volume consisted of $274,000 in media, $103,000 in materials and services and $840,000 in capitalized fees. Accounts gained: Women's Apparel Warehouse, Chamber Recording, Cleveland Glass Block, Computer Place, Hickcock Technical Institute, Horizon Freight, Cuffs Clothing Co., Barnes & Noble Bookstores, Kilgore Carpet Co. Lost: Cleveland Tux, Jacobson Co., Freely Inc. Billings breakdown: Newspapers 34%, magazines 12%, radio 21%, spot tv 8%, outdoor 3%, business papers 5%, direct mail 17%. Employes: 8. Top exec: Jerome H. Schmelzer, president.
Phone: (216) 696-5550.

Schoenfeld/Straus, New York, reported gross income of $485,000 in 1982 on billings of $2,797,000. In 1981, it reported gross income of $460,000 on billings of $2,318,000. Volume in 1982 consisted of $1,560,000 in media, $890,000 in materials and services and $347,000 in capitalized fees. In 1981, volume consisted of $1,230,000 in media, $835,000 in materials and services and $253,000 in capitalized fees. Billings include those of the agency's subsidiary, Schoenfeld/Rand, New Orleans. Accounts gained: Satellite Business Systems, Dalow Industries, Jordache Jewelry, New York Sportswear Exchange. Lost: Fame Shirtmakers. Billings breakdown: Newspapers 20%, magazines 15%, radio 12%, spot tv 18%, outdoor 5%, business papers 10%, direct mail 20%. Employes: 11 in two offices. Top execs: Mel Schoenfeld, president; David Straus III, exec vp.
Phone: (212) 889-1200.

Len Scholl & Co., Los Angeles, had estimated gross income of $455,000 in 1982, on billings of $3,059,123. In 1981, it had estimated gross income of $470,000 on billings of $3,162,708. Volume in 1982 consisted of $1,630,432 in media, $319,870 in materials and services and $1,108,821 in capitalized fees. In 1981, volume consisted of $1,704,973 in media, $297,709 in materials and services and $1,160,026 in capitalized fees. Accounts gained: EPA Region IX public participation programs, Hi-Line Fertilizers, Grea Ag Service. Lost: KVB, LCP Centers, Giuliano's. Billings breakdown: Newspapers 28%, magazines 5%, supplements 3%, radio 24%, spot tv 23%, outdoor 2%, business papers 4%, farm publications 8%, point of sale 1%, direct mail 2%. Employes: 12. Top exec: Len Scholl, president-creative director.
Phone: (213) 930-2515.

Sydney Schreiber Inc., Philadelphia, reported gross income of $274,663 in 1982 on billings of $2,986,167. In 1981, it reported gross income of $218,759 on billings of $1,755,175. Volume in 1982 consisted of $1,602,609 in media, $370,494 in materials and services and $995,064 in capitalized fees. In 1981, volume consisted of $625,710 in media, $333,554 in materials and services and $795,911 in capitalized fees. Billings breakdown: Newspapers 67%, radio 2%, spot tv 2%, outdoor 2%, business papers 17%, direct mail 10%. Employes: 8. Top exec: Sydney Schreiber, president.
Phone: (215) 545-2223.

Scott Associates, Champaign, Ill., reported gross income of $44,139 in 1982 on billings of $294,349. In 1981, it reported gross income of $74,606 on billings of $661,868. Volume in 1982 consisted of $101,158 in media, $20,716 in materials and services and $172,475 in capitalized fees. In 1981, volume consisted of $272,195 in media, $13,000 in materials and services and $376,673 in capitalized fees. Accounts gained: None. Lost: Super-Sc[illegible] Inc. Billings breakdown: Newspapers 6%, magazines 25%, radio 10%, spot tv 32%, outdoor 1%, farm publications 26%. Employes: 2. Top exec: Marshall J. Scott, president.
Phone: (217) 352-0559.

J.I. Scott Co., Grand Rapids, Mich., had estimated gross income of $231,000 in 1982 on billings of $1,540,000. Its estimated gross income in 1981 was $220,000. The agency's 1982 volume consisted of $950,000 in media and $690,000 in materials and services. It did not report either billings or volume breakdown in 1981. Accounts gained: Advanced Drainage Systems, Clark Automotive Products Corp., Knape & Vogt Mfg. Lost: Clark Handling Systems division. Billings breakdown: Newspapers 15%, magazines 20%, supplements 10%, radio 15%, spot tv 15%, business papers 5%, farm publications 10%, point of sale 5%, direct mail 5%. Employes: 40. Top execs: James I. Scott, president; Thomas L. Gordon, Robert Motl, Robert Markey, Stephen P. Scott, senior vps.
Phone: (616) 243-6000.

Scott & Scott Advertising, Evanston, Ill., reported gross income of $40,000 in 1982 on billings of $266,690. In 1981, it reported gross income of $38,000 on billings of $253,350. Volume in 1982 consisted of $200,000 in media, $20,000 in materials and services and $46,690 in capitalized fees. In 1981, volume consisted of $200,000 in media, $20,000 in materials and services and $33,350 in capitalized fees. No accounts were gained or lost in 1982. Billings breakdown: Newspapers 40%, magazines 10%, radio 20%, spot tv 20%, business papers 10%. Employes: 2. Top execs: Robert J. Scott, president; Lucy A. Scott, vp and secretary.
Phone: (312) 675-4714.

Seymour Charles Advertising, Union, N.J., reported gross income of $210,000 in 1982 on billings of $1,153,360. It did not report its 1981 figures. Volume in 1982 consisted of $840,000 in media, $260,000 in materials and services and $53,360 in capitalized fees. Accounts gained: Battenfeld/Fischer. Lost: North Plainfield State Bank, Saytech Inc. Billings breakdown: Magazines 80%, radio 2%, point of sale 1%, direct mail 5%, other 12%. Employes: 5. Top exec: Charles E. Herman, president.
Phone: (201) 687-8342.

Shaffer Shaffer Shaffer, Cleveland, reported gross income of $475,350 in 1982 on billings of $3,220,030. In 1981, it reported gross income of $285,000 on billings of $1,946,690. Volume in 1982 consisted of $3,000,000 in media, $160,000 in materials and services and $60,030 in capitalized fees. In 1981, volume consisted of $1,750,000 in media, $150,000 in materials and services and $1,946,690 in capitalized fees. Accounts gained: Dutch Pantry, Dairymens Inc., Sun Newspapers. Billings breakdown: Newspapers 10%, magazines 10%, supplements 5%, radio 15%, spot tv 20%, outdoor 15%, business papers 5%, transit advertising 10%, point of sale 10%. Employes: 3 in two offices. Top exec: Harry Gard Shaffer Jr., president-creative director.
Phone: (216) 566-1188.

Sheehy & Knopf, Louisville, Ky., reported gross income of $334,266 in 1982 on billings of $2,635,106. In 1981, it reported gross income of $508,090 on billings of $4,833,841. Volume in 1982 consisted of $1,649,841 in media, $271,974 in materials and services and $713,291 in capitalized fees. In 1981, volume consisted of $3,692,680 in media, $164,433 in materials and services and $976,728 in capitalized fees. Accounts gained: River City Chevrolet Dealers, Louisville "Community Pride Campaign," Fresher Cooker, NTS Development Co., Louisville & Jefferson County Riverport Authority, S.R. Wood, Yellow Cab, Alpha Corp., Reynolds Aluminum, Doe Valley. Lost: Bank of Louisville and Restonic Sleep Products. Billings breakdown: Newspapers 36%, magazines 14%, radio 10%, spot tv 37%, other 3%. Employes: 15. Top execs: William J. Sheehy, chairman; Paul R. Knopf, president.
Phone: (502) 897-6411.

Shipley Associates, Wilmington, Del., reported gross income of $277,200 in 1982 on billings of $3,357,824. In 1981, it reported gross income of $308,000 on billings of $3,709,360. Volume in 1982 consisted of $1,390,000 in media, $103,500 in materials and services and $1,864,324 in capitalized fees. In 1981, volume consisted of $1,540,000 in media, $115,000 in materials and services and $2,054,360 in capitalized fees. Accounts gained: Wilmington Hilton, Colonial Chevrolet, Sun Dial Solar Systems, Spectrum Realty, Cable TV Advertising, Cliff House Condominiums, Brandywine Realty & Development Co., ANH Computer Softwares Service. Billings breakdown: Newspapers 38%, magazines 4%, radio 26%, network tv 19%, outdoor 5%, business papers 4%, transit advertising 1% direct mail 2%, other 1%. Employes: 8. Top exec: S.L. Shipley, president.
Phone: (302) 652-3051.

Short Shepler Fogleman Advertising, Hickory, N.C., a division of Inform Inc., reported gross income of $899,682 and net income of $18,689 in 1982 on billings of $4,154,012. In 1981, it reported gross income of $764,338 and a net loss of $6,144 on billings of $3,928,993. Volume in 1982 consisted of $288,377 in media, $37,349 in materials and services and $3,828,286 in capitalized fees. In 1981, volume consisted of $239,889 in media, $43,976 in materials and services and $3,645,128 in capitalized fees. Accounts gained: Benchcraft of Hickory, DANA precision controls division, Foodservice Frontiers Expo, Southern Travelers Club. Lost: Cellu Products. Billings breakdown: Newspapers 39%, magazines 20%, radio 29%, spot tv 12%. Employes: 20 in two

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Gross income under $15,000,000

offices. Top execs: Paul Fogleman, ceo; Larry Shepler, president; Barbara Short, exec vp.

Phone: (704) 322-7766.

Slesinger, Yaranoff & Associates, Phoenix, Ariz., reported gross income of $659,500 in 1982 on billings of $4,400,000. In 1981, it reported gross income of $615,000 on billings of $4,100,000. Volume in 1982 consisted of $3,340,000 in media, $330,000 in materials and services and $730,000 in capitalized fees. In 1981, volume consisted of $3,200,000 in media, $300,000 in materials and services and $600,300 in capitalized fees. Accounts gained: Del E. Webb Development Co., Ramada Energy Systems. Lost: Goodmans' Office Furnishings. Billings breakdown: Newspapers 30%, magazines 25%, radio 2%, outdoor 3%, direct mail 15%, other 25%. Employes: 14. Top execs: Chris Yaranoff, president; Henry Slesinger, exec vp.

Phone: (602) 257-0446.

Smelkinson, Cerrati & Co., Hilton Head, S. C., reported gross income of $491,668 in 1982 and net income of $106,367 on billings of $3,256,717. In 1981, it reported gross income of $284,000 and net income of $50,760 on billings of $1,981,515. Volume in 1982 consisted of $561,631 in media, $446,329 in materials and services and $2,248,757 in capitalized fees. In 1981, volume consisted of $322,372 in media, $241,901 in materials and services and $1,417,242 in capitalized fees. Accounts gained: Mariner's Inn, Amelia Landings, Computer Gazebo, Dunes Marketing Group, Hudson's Seafood. Billings breakdown: Newspapers 35%, magazines 35%, radio 10%, spot tv 5%, outdoor 5%, business papers 5%, direct mail 5%. Employes: 16. Top execs: Marsha Smelkinson, president; Karen Cerrati, exec vp.

Phone: (803) 785-5038.

Smith Advertising & Associates, Fayetteville, N.C., reported gross income of $410,336 in 1982 on billings of $2,721,471. In 1981, it reported gross income of $398,000 on billings of $3,050,000. Volume in 1982 consisted of $550,144 in media, $749,343 in materials and services and $1,421,983 in capitalized fees. In 1981, volume consisted of $900,000 in media, $350,000 in materials and services and $1,800,000 in capitalized fees. Figures include those of subsidiaries, Kitty Club and Uncle IRA. Accounts gained: Burlington Outlet Mall, Sandhills Economic Development Board. Lost: Belvedere Plantation, Oristo, The Peddler. Billings breakdown: Newspapers 13%, magazines 20%, radio 20%, spot tv 15%, outdoor 17%, transit 5%, point of sale 5%, direct mail 5%. Employes: 14 in two offices. Top exec: Gary T. Smith, owner and president.

Phone: (919) 323-0920.

Smith & Yehle, Kansas City, reported gross income of $910,425 in 1982 on billings of $6,072,535. In 1981, it reported gross income of $783,575 on billings of $5,226,445. Volume in 1982 consisted of $2,732,641 in media, $1,518,134 in materials and services and $1,821,760 in capitalized fees. In 1981, volume consisted of $2,613,000 in media, $1,358,876 in materials and services and $1,254,347 in capitalized fees. Accounts gained: Amerisource, Electric Companies Assn. of Kansas, Davis Paint. Lost: Manley Truck Lines. Billings breakdown: Newspapers 12%, magazines 8%, supplements 1%, radio 21%, spot tv 35%, outdoor 5%, point of sale 1%, direct mail 12%, other 5%. Employes: 18. Top execs: Karl J. Yehle, president; Cotton Smith, chairman; John Rylee, senior vp.

Phone: (816) 842-4900.

Robert Snyder Advertising, Northfield, Ill., reported net income of $20,200 and gross income of $26,300 in 1982 on billings of $149,371. In 1981, it reported net income of $14,000 and gross income of $18,200 on billings of $103,936. Volume in 1982 consisted of $72,400 in media, $68,300 in materials and services and $8,671 in capitalized fees. In 1981, volume consisted of $50,900 in media, $47,700 in materials and services and $5,336 in capitalized fees. There were no account gains or losses. Billings breakdown: Newspapers 5%, magazines 10%, business papers 70%, direct mail 15%. Employes: 1. Top exec: Robert Snyder, owner.

Phone: (312) 441-6230.

Harant Soghigian Advertising, Washington, reported gross income of $650,200 in 1982 on billings of $5,203,934. In 1981, it reported gross income of $561,374 on billings of $4,400,300. Volume in 1982 consisted of $4,336,834 in media and $867,100 in capitalized fees. In 1981, volume consisted of $3,800,000 in media and $600,300 in capitalized fees. Billings include those of the agency's subsidiary, Soghigian, Macuga & Trainor. Accounts gained: Fort Magruder Inn & Conference Center, Arltec Hotel Group, Hyatt Regency Baltimore, Clyde's Salad Dressing and Relief. Lost: La Reserve. Billings breakdown: Newspapers 50%, magazines 30%, supplements 2%, radio 2%, spot tv 10%, point of sale 1%, direct mail 5%. Employes: 14 in two offices. Top execs: Harry Soghigian, president; Sarah A. Macuga, senior vp.

Phone: (202) 337-5151.

Sommer Inc., Englewood, N.J., reported gross income of $436,000 and net income of $50,000 in 1982 on billings of $4,554,000. In 1981, it reported gross income of $338,000 and net income of $23,000 on billings of $3,721,000. Volume in 1982 consisted of $1,400,000 in media, $740,000 in materials and services and $2,414,000 in capitalized fees. In 1981, volume consisted of $1,050,000 in media, $670,000 in materials and services and $2,001,000 in capitalized fees. Billings breakdown: Magazines 40%, direct mail 10%, other (collateral) 50%. Employes: 8. Top exec: Bernard Sommer, president.

Phone: (201) 568-3838.

Sorensen Evans Advertising, Dallas, had estimated gross income of $126,000 in 1982 on billings of $780,400. In 1981, it had estimated gross income of $110,000 on billings of $758,740. Volume in 1982 consisted of $287,000 in media, $360,000 in materials and services and $133,400 in capitalized fees. In 1981, volume consisted of $458,0000 in media, $154,000 in materials and services and $146,740 in capitalized fees. Account gained: G-H Products. Billings breakdown: Newspapers 10%, magazines 65%, business papers 10%, direct mail 10%, other 5%. Employes: 3. Top exec: Robert Sorensen, president.

Phone: (214) 661-8046.

Spangler/Fischer Advertising, Minneapolis, reported gross income of $108,000 in 1982 on billings of $1,675,000. In 1981, it reported gross income of $105,000 on billings of $1,416,000. Volume in 1982 consisted of $894,000 in media, $167,000 in materials and services and $614,000 in capitalized fees. In 1981, volume consisted of $746,000 in media, $83,000 in materials and services and $587,000 in capitalized fees. Accounts gained: Kids' Time Out, Toros of Aspen, Pepin Heights Apple Orchards. Lost: None. Billings breakdown: Newspapers 30%, magazines 5%, supplements 15%, radio 38%, spot tv 5%, outdoor 2%, point of sale 5%. Employes: 4. Top execs: Phil Fischer, president.

Phone: (612) 339-0549.

Steen Advertising, Lynbrook, N.Y., reported gross income of $397,000 in 1982 on billings of $3,204,500. In 1981, it reported gross income of $462,000 on billings of $3,646,000. Volume in 1982 consisted of $2,900,000 in media, $94,500 in materials and services and $210,000 in capitalized fees. In 1981, volume consisted of $3,300,000 in media, $106,000 in materials and services and $240,000 in capitalized fees. Accounts gained: Angenieux, Paragon Security Corp., Agfa Magnetic Tapes, Constitution Life Insurance, Rolev. Lost: Xenon Industries. Billings breakdown: Newspapers 9%, magazines 62%, radio 4%, network tv 1%, spot tv

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5%, business papers 11%, point-of-sale 2%, direct mail 6%. Employes: 10 in two offices. Top exec: Norman Steen, president-creative director.

Phone: (212) 525-3600.

Stockman, Paulhus, Andrews, East Providence, R.I., reported gross income of $480,000 in 1982 on billings of $3,246,690. Founded in May, 1981, it reported gross income of $300,000 on billings of $2,036,685 for 1981. Volume in 1982 consisted of $3,200,000 in media and $46,690 in capitalized fees. In 1981, volume consisted of $2,000,000 in media and $36,685 in capitalized fees. Accounts gained: Firestone, Lager Kitchens, EG&G Sealol, Mar-Vel Optics, Academic Management Services, Kronos Inc. Lost: Kronos Inc. Billings breakdown: Newspapers 5%, magazines 80%, radio 5%, business papers 5%, direct mail 5%. Employes: 12. Top execs: George L. Stockman, president; Fred A. Andrews, exec vp.

Phone: (401) 438-0694.

Storey, Berman & Freer, Chicago, reported gross income of $601,000 in 1982 on billings of $3,970,670. In 1981, gross income was $462,900 on billings of $3,104,327. The agency's 1982 volume consisted of $2,100,000 in media, $1,197,000 in materials and services and $673,670 in capitalized fees. In 1981 volume consisted of $1,500,000 in media, $950,000 in materials and services and $654,327 in capitalized fees. Accounts gained: Sportsvision, Bell & Howell/Columbia Pictures Video Services and Uptown National Bank of Chicago. Lost: Grecian Delight/Gyros. Billings breakdown: Newspapers 10%, magazines 20%, radio 25%, spot tv 15%, other 30%. Employes: 9. Top execs: Jane C. Storey, Robert A. Berman, William B. Freer.

Phone: (312) 822-9715.

Stral Advertising Co., Chicago, reported gross income of $585,000 in 1982 on billings of $3,850,000. In 1981, it reported gross income of $570,000 on billings of $3,802,000. Volume in 1982 consisted of $1,185,000 in media, $1,251,000 in materials and services and $1,414,000 in capitalized fees. In 1981, volume consisted of $1,390,000 in media, $1,165,000 in materials and services and $1,247,000 in capitalized fees. Accounts gained: Consolidated Electronic Wire & Cable, E.F. Johnson Co. components division. Lost: Oak Technology. Billings breakdown: Newspapers 5%, business papers 85%, direct mail 10%. Employes: 14. Top execs: Harold M. Stral, president; Laurence A. Kaufman, exec vp.

Phone: (312) 467-1323.

Strother & Faltis, Dundee, Ill., reported gross income of $486,059 in 1982 on billings of $2,997,380. In 1981, it reported gross income of $510,000 on billings of $2,975,000. Volume in 1982 consisted of $1,786,000 in media and $1,211,380 in materials and services. In 1981, volume consisted of $1,963,500 in media and $1,011,500 in materials and services. Accounts gained: Jos. Dixon Crucible Co., Bulk Lift International, Duraco Products, Diebel Mfg. Lost: Symons Corp. Billings breakdown: Newspapers 5%, magazines 25%, business papers 60%, point-of-sale 5%, direct mail 5%. Employes: 12. Top execs: Dennis J. Faltis, president; Bruce A. Strother, exec vp.

Phone: (312) 428-4300.

Charles Sweeney & Associates, Los Angeles, reported gross income of $263,943 and net income of $65,592 in 1982 on billings of $1,635,837. In 1981, it reported gross income of $341,439 and net income of $30,796 on billings of $2,055,963. Volume in 1982 consisted of $894,655 in media, $426,212 in materials and services and $314,970 in capitalized fees. In 1981, volume consisted of $1,160,775 in media, $349,849 in materials and services and $545,339 in capitalized fees. Billings breakdown: Newspapers 25%, magazines 25%, radio 10%, business papers 25%, point-of-sale 5%, direct mail 10%. Employes: 6. Top execs: Charles Sweeney, president; Sally K. Wilson, creative director.

Phone: (213) 484-5000.

Ira Thomas Associates, Youngstown, O., reported gross income of $803,938 in 1982 on billings of $6,153,198. In 1981, it reported gross income of $813,565 on billings of $5,835,873. Volume in 1982 consisted of $1,836,864 in media, $660,234 in materials and services and $3,656,100 in capitalized fees. In 1981, volume consisted of $2,076,294 in media, $672,754 in materials and services and $3,086,825 in capitalized fees. Accounts gained: Walton Paint, Cattron Communications, Mustang Products, Private Industry Councils, Beaver Paint Co., Youngstown Symphony Society, Western Reserve Transit Authority, Arthur Treacher's national promotion, GF Business Equipment (collateral), Rotary Nozzle Systems. Resigned: Strouss Department Stores, Lost Valley Mould, Union Savings & Trust Co. Billings breakdown: Newspapers 4%, magazines 84%, radio 2%, direct mail 10%. Employes: 12 in two offices. Top exec: Ira D. Thomas, president and treasurer.

Phone: (216) 793-3000.

Thompson, Torchia & Dymond, Charlotte, N.C., reported gross income of $759,211 in 1982 on billings of $5,586,136. In 1981, it reported gross income of $600,000 on billings of $4,517,100. Volume in 1982 consisted of $4,039,222 in media, $524,223 in materials and services and $1,022,691 in capitalized fees. In 1981, volume consisted of $3,300,000 in media, $350,000 in materials and services and $867,100 in capitalized fees. Accounts gained: Central Carolina Bank, Evergreen Management Corp. Billings breakdown: Newspapers 15%, radio 24%, spot tv 60%, outdoor 1%. Employes: 10. Top exec: Joe Thompson, president.

Phone: (704) 333-8821.

Thorwald & Haresnape Advertising, Eugene, Ore., reported gross income of $134,440 in 1982 on billings of $1,551,448. In 1981, it reported gross income of $148,861 on billings of $1,705,087. Volume in 1982 consisted of $515,271 in media, $139,460 in materials and services and $896,717 in capitalized fees. In 1981, volume consisted of $593,390 in media, $118,789 in materials and services and $992,908 in capitalized fees. Accounts gained: Fisher Century Corp., United Savings Bank, Weathers Music, Future Savings & Loan, Weyerhaeuser Co.'s Ply-Veneer division. Lost: Rubensteins Furniture. Billings breakdown: Newspapers 7%, magazines 20%, radio 10%, network tv 10%, spot tv 30%, cable tv 1%, outdoor 1%, point-of-sale 10%, direct mail 1%, other 10%. Employes: 6. Top exec: Stephen J. Thornwald, president.

Phone: (503) 687-1153.

Throckmorton Associates, formerly Throckmorton/Zolfo, New York, had estimated gross income of $570,000 in 1982 on billings of $3,821,000. In 1981, it had estimated gross income of $670,000 on billings of $4,461,000. Volume in 1982 consisted of $150,000 in media, $186,000 in materials and services and $3,485,000 in capitalized fees. In 1981, volume consisted of $180,000 in media, $139,000 in materials and services and $4,142,000 in capitalized fees. Billings breakdown: Newspapers 5%, magazines 15%, direct mail 75%, other (direct response tv) 5%. Employes: 10. Top exec: Joan Throckmorton, president.

Phone: (212) 689-9230.

Jerre R. Todd & Associates, Fort Worth, Tex., had estimated gross income of $800,000 in 1982 on billings of $5,309,101. In 1981, it had estimated gross income of $810,000 on billings of $5,389,307. Volume in 1982 consisted of $767,313 in media, $843,713 in materials and services and $3,698,075 in capitalized fees. In 1981, volume consisted of $881,975 in media, $616,574 in materials and services and $3,890,758 in capitalized fees. Accounts gained: Tronics Marketing Co., Bentley Corp., Arlington Heights Bank of Fort Worth. Billings breakdown: Newspapers 24%, magazines 32%, radio 9%, spot tv 12%, outdoor 21%, other 2%. Employes: 22. Top execs: Jerre R. Todd, president; William D. Benge, exec vp; Sue Countryman, senior vp-finance.

Gross income under $1,000,000

Phone: (817) 335-2107.

Trademark Communications, Minnetonka, Minn., reported gross income of $163,000 in 1982 on billings of $1,767,000. In 1981, it reported gross income of $141,000 on billings of $1,503,000. Volume in 1982 consisted of $740,000 in media, $347,000 in materials and services and $680,000 in capitalized fees. In 1981, volume consisted of $638,000 in media, $305,000 in materials and services and $560,000 in capitalized fees. Accounts gained: Alumacraft Boat Co., Alumacraft Boat Co. of Arkansas, Control Air Products. Billings breakdown: Newspapers 5%, magazines 30%, business papers 40%, direct mail 5%, other 20%. Employes: 7. Top exec: David F. Maiser, president.

Phone: (612) 933-4300.

Triad Advertising, Toledo, O., reported gross income of $125,000 in 1982 on billings of $830,870. In 1981, it reported gross income of $115,000 on billings of $766,870. Volume in 1982 consisted of $365,000 in media, $59,000 in materials and services and $406,870 in capitalized fees. In 1981, volume consisted of $305,000 in media, $55,000 in materials and services and $406,870 in capitalized fees. Accounts gained: Continuous Forms, *Computer Age*. Lost: None. Billings breakdown: Newspapers 5%, magazines 40%, radio 5%, spot tv 5%, business papers 30%, farm publications 5%, point of sale 3%, direct mail 7%. Employes: 5. Top execs: Bob Terry, Jan Roble.

Phone: (419) 241-5110.

Ernest Tricomi & Daughter, Cherry Hill, N.J., reported gross income of $39,010 and net income of $31,510 in 1982 on billings of $128,900. In 1981, it reported gross income of $40,255 and net income of $32,255 on billings of $132,890. Volume in 1982 consisted of $128,900 in media. In 1981, volume consisted of $132,890 in media. Billings breakdown: Business papers 100%. Employes: 2. Top exec: Susan Wexler, president.

Phone: (609) 667-0686.

Tri-State Advertising Co., Warsaw, Ind., reported gross income of $587,018 in 1982 on billings of $3,912,993. In 1981, it reported gross income of $486,008 on billings of $3,240,256. Volume in 1982 consisted of $1,911,779 in media, $982,293 in materials and services and $1,018,921 in capitalized fees. In 1981, volume consisted of $1,663,952 in media, $783,140 in materials and services and $793,164 in capitalized fees. Accounts gained: Abresist Corp., Advance Mixer. Lost: Nagle Pumps, Clausing Machine Tools. Billings breakdown: Newspapers 1%, magazines 5%, business papers 84%, farm publications 3%, direct mail 7%. Employes: 15. Top execs: William L. Kreicker, president; E.T. Robinson, senior vp-director of creative services.

Phone: (219) 267-5178.

Unger Associates, Atlanta, had estimated gross income of $816,894 in 1982 on billings of $4,152,913. It did not report its 1981 figures. Volume in 1982 consisted of $3,089,018 in media, $696,904 in materials and services and $366,991 in capitalized fees. Accounts gained: Boeing Computer Services Co., Chamber of Commerce of the U.S., Computer Data Systems, Ford Aerospace & Communications Corp., Honeywell Federal Systems division, Martin Marietta Data Systems, National Academy of Sciences; Pulte Home Corp. Billings breakdown: Newspapers 35%, magazines 2%, radio 35%, spot tv 5%, cable tv 1%, outdoor 1%, business papers 10%, farm publications 2%, point-of-sale 1%, direct mail 8%. Employes: 16 in two offices. Top exec: Robert M. Unger, president.

Phone: (404) 892-1555.

Vance-Mathews, Beaumont, Tex., reported gross income of $879,548 in 1982 on billings of $7,350,824. In 1981, it reported gross income of $780,048 on billings of $6,540,200. Volume in 1982 consisted of $2,879,322 in media, $557,413 in materials and services and $3,914,089 in capitalized fees. In 1981, volume consisted of $3,204,540 in media, $771,406 in materials and services and $2,564,254 in capitalized fees. Accounts gained: Allied Banks of Southeast Texas, Nance Industries, Casa Manana Restaurants, M&D Supply, IDM Controls, Terra Co. Lost: Wellsite Specialists, Beaumont State Bank, B&R Eating Establishments. Billings breakdown: Newspapers 36%, magazines 4%, radio 20%, spot tv 30%, outdoor 6%, direct mail 3%, other 1%. Employes: 24 in two offices. Top execs: Tom Vance, chairman; Hershel R. Mathews, president.

Phone: (713) 898-1313.

John Volk Co., Chicago, reported gross income of $693,725 in 1982 on billings of $4,627,146. Its gross income in 1981 was $515,779 on billings of $3,440,248. The agency's 1982 volume consisted of $971,669 in media, $508,988 in materials and services and $3,146,459 in capitalized fees. Its 1981 U.S. volume consisted of $708,136 in media and $2,732,112 in capitalized fees. In 1982, the agency gained: American Hospital Supply (ADMIS division). Billings breakdown: Newspapers 4%, radio 11%, business papers 5%, farm publications 80%. The agency has 12 employes. Top exec: John Volk, president.

Phone: (312) 787-7117.

Victor Wademan & Co., New York, reported gross income of $464,613 in 1982 on billings of $3,098,778. In 1981, it reported gross income of $436,018 on billings of $3,011,778. Volume in 1982 consisted of $1,304,639 in media, $181,201 in materials and services and $1,612,386 in capitalized fees. In 1981, volume consisted of $2,044,553 in media, $164,301 in materials and services and $802,924 in capitalized fees. Billings breakdown: Magazines 20%, radio 40%, business papers 30%, direct mail 10%. Employes: 7. Top exec: Victor Wademan, president.

Phone: (212) 628-8915.

Walters & Co., La Jolla, Cal., reported gross income of $102,790 in 1982 on billings of $685,387. In 1981, it reported gross income of $99,903 on billings of $660,736. Volume in 1982 consisted of $313,394 in media, $130,890 in materials and services and $241,103 in capitalized fees. In 1981, volume consisted of $275,835 in media, $150,985 in materials and services and $233,916 in capitalized fees. Accounts gained: Grosvenor Inn. Lost: Aimee's Restaurant. Billings breakdown: Newspapers 55%, magazines 5%, radio 15%, network tv 10%, other 15%. Employes: 4. Top exec: J.B. Walters, president.

Phone: (619) 459-4227.

Warr, Foote & Rose, Los Altos, Cal., had estimated gross income of $760,000 in 1982 on billings of $5,091,840, all in media. In 1981, it had an estimated gross income of $830,000 on billings of $5,556,200. Volume in 1982 consisted of $5,091,840 in media. In 1981, volume consisted of $5,556,200 in media. Accounts gained: *Eugene Register-Guard*; Evans Products Co. battery separator division, Forte Data Systems, LSI-Sierra division of Lear-Siegler, Marriott Center Health Group, Media Technology Corp., MultiTronics. Lost: Artelonics, Halcyon, I.C. Master, Stag Microsystems. Billings breakdown: Newspapers 3%, magazines 8%, radio 1%, spot tv 1%, business papers 80%, direct mail 7%. Employes: 8 in two offices. Top execs: Robert O. Warr, president-chairman; Michael W. Rose, exec vp.

Phone: (415) 941-2820.

Warren Anderson Advertising, Davenport, Ia., reported gross income of $985,897 in 1982 on billings of $7,232,037. In 1981, it reported gross income of $818,641 on billings of $6,000,289. Volume in 1982 consisted of $2,223,917 in media, $587,244 in materials and services and $4,420,876 in capitalized fees. In 1981, volume consisted of $1,922,401 in media, $519,417 in materials and services and $3,558,471 in capitalized fees. Income and billings do not include a subsidiary, Anderson Howe Communications, Dallas, which opened in December, 1982. Accounts gained: Wendy's (ADI four markets), Sta-Dri, D.C. Taylor Co. Lost: McDonald's (two ADI markets), Karmelkorn, WQAD-TV, Conrad-American. Billings breakdown: Newspapers 10.1%, magazines 2.1%, radio 13.2%, spot tv 33.7%, outdoor 1.3%, business papers 20.4%, farm publications 17.5%, other 1.7%. Employes: 33 in two offices. Top execs: Ken Warren, chairman; Joe Anderson, president.

Phone: (319) 326-2596.

Warren & Epstein, New York, reported gross income of $600,000 in 1982 on billings of $4,000,000. In 1981, it reported gross income of $375,000 on billings of $2,500,000. Volume in 1982 consisted of $2,500,000 in media, $400,000 in materials and services and $1,100,000 in capitalized fees. In 1981, volume consisted of $1,200,000 in media, $300,000 in materials and services and $1,000,000 in capitalized fees. Accounts gained: R.T. French Co. (new products), Arthur Young Co. (special projects), Sardi's Restaurant, Boka Construction Co. Lost: Boka Construction Co. Billings breakdown: Newspapers 35%, magazines 35%, radio 15%, spot tv 5%, business papers 10%. Employes: 9. Top execs: Douglas Warren, president; Lee Epstein, exec vp-treasurer/creative director.

Phone: (212) 752-6881.

Watkins & Associates, Little Rock, Ark., reported gross income of $509,128 and net income of $76,107 in 1982 on billings of $3,618,153. In 1981, it reported gross income of $487,024 and net income of $42,239 on billings of $3,559,481. Volume in 1982 consisted of $1,266,101 in media, $343,415 in materials and services and $2,008,637 in capitalized fees. In 1981, volume consisted of $531,045 in media, $114,614 in materials and services and $2,913,822 in capitalized fees. Accounts gained: Clinton for Governor, Maumelle Properties, J. Cave's Jewelers, Neely Cassady for State Senate. Lost: Charlie O Soft Drink. Billings breakdown: Newspapers 10%, magazines 4%, radio 10%, network tv 44%, outdoor 1%, business papers 6%, direct mail 10%, other (collateral) 15%. Employes: 7. Top exec: W. David Watkins, president.

Phone: (501) 661-0144.

Wendt Advertising Agency, Great Falls, Mont., reported gross income of $776,197 in 1982 on billings of $5,117,234. In 1981, it reported gross income of $686,785 on billings of $4,580,856. Volume in 1982 consisted of $3,120,876 in media and $2,056,358 in capitalized fees. In 1981, volume consisted of $2,592,276 in media and $1,988,580 in capitalized fees. Accounts gained: Semitool, Columbus Hospital. Lost: Northwestern Bank of Lewiston, Helena, Great Falls; Northwestern Bank of Sioux Falls, First National Banks of Anaconda and Butte, 1st Northwestern Bank of Dillon. Billings breakdown: Magazines 33.2%, radio 9.62%, spot tv 22%, outdoor 2.54%, other 32.64%. Employes: 24.

Phone: (406) 452-8581.

West & Brady, Bethesda, Md., reported gross income of $339,978 in 1982 on billings of $2,240,337. In 1981, it reported gross income of $409,666 on billings of $3,100,308. Volume in 1982 consisted of $735,648 in media, $240,384 in materials and services and $1,264,305 in capitalized fees. In 1981, volume consisted of $975,884 in media, $282,450 in materials and services and $1,841,974 in capitalized fees. Accounts gained: Booz-Allen & Hamilton, CEID, International Business Services, National Society of Public Accountants. Lost: McLean Gardens Partnership. Billings breakdown: Newspapers 18%, magazines 50%, radio 32%. Employes: 12. Top execs: Gerald T. Brady, president; Dorothy L. Schindell, treasurer.

Phone: (301) 229-6500.

P.B. Wilkinson Inc., Paoli, Pa., reported gross income of $103,000 in 1982 on billings of $638,540. In 1981, it reported gross income of $116,000 on billings of $673,500. Volume in 1982 consisted of $125,000 in media, $100,000 in materials and services and $413,540 in capitalized fees. In 1981, volume consisted of $150,000 in media, $150,000 in materials and services and $373,500 in capitalized fees. Accounts gained: Davidson, Buccasio & Updyke; Beatty, Satchell & Co.; Barbacane, Thornton & Co.; Fruth & Co.; Reiser, Jennings & Co. Lost: Davie, Kaplan & Braverman; Dudley, Hopton-Jones, Sims & Freeman; Gerald Reilly & Co.; Trout, Ebersole & Groff. Billings breakdown: Newspapers 55%, magazines 15%, radio 5%, other 25%. Employes: 4. Top exec: Peter Wilkinson, president.

Phone: (215) 644-0753.

Stuart Williams Associates, Stamford, Conn., had gross income of $499,800 and net income of $274,900 in 1982 on billings of $4,293,960. In 1981, it had gross income of $604,000 and net income of $366,800 on billings of $6,056,200. Volume in 1982 consisted of $298,500 in media, $661,800 in materials and services and $3,333,660 in capitalized fees. In 1981, volume consisted of $1,122,000 in media, $1,073,600 in materials and services and $3,860,600 in capitalized fees. Figures include a subsidiary, Scicom Inc. Publications. Account gained: Riker Laboratories. Billings breakdown: Magazines 30%, business papers 5%, point of sale 5%, direct mail 40%, other 20%. Employes: 16 in two offices. Top execs: Edmund F. Lindner, chairman; Warren R. Jacobson, president.

Phone: (203) 348-2621.

Wimmershoff & Associates, Westwood, N.J., had gross income of $754,962 and net income of $75,496 in 1982 on billings of $5,034,177. In 1981, it had gross income of $568,891 and net income of $56,889 on billings of $3,793,422. Volume in 1982 consisted of $1,679,216 in media, $1,159,444 in materials and services and $2,195,517 in capitalized fees. In 1981, volume consisted of $1,838,805 in media, $439,833 in materials and services and $1,514,784 in capitalized fees. Accounts gained: Kentex Inc., Takeaway Gourmet Inc., MCI Optonics. Billings breakdown: Business papers 40%, farm publications 5%, direct mail 10%, other 45%. Employes: 20. Top exec: Alfred Wimmershoff, president.

Phone: (201) 664-3220.

Gene Wolfe & Co., New York, reported gross income of $607,440 in 1982 on billings of $1,056,645. In 1981, it reported gross income of $677,397 on billings of $1,123,762. Volume in 1982 consisted of $310,527 in media, $217,688 in materials and services and $528,430 in capitalized fees. In 1981, volume consisted of $156,878 in media, $441,795 in materials and services and $525,089 in capitalized fees. Accounts gained: American Society of Civil Engineers. Lost: Lebhar-Friedman. Billings breakdown: Newspapers 50%, magazines 50%. Top exec: Eugene Wolfe, president.

Phone: (212) 687-2560.

Wolkcas Advertising, Latham, N.Y., reported gross income of $334,711 in 1982 on billings of $2,083,470. In 1981, it had estimated gross income of $490,000 on billings of $3,260,300. Volume in 1982 consisted of $740,278 in media, $100,625 in materials and services and $1,242,567 in capitalized fees. In 1981, volume consisted of $2,500,000 in media, $160,000 in materials and services and $600,300 in capitalized fees. Billings breakdown: Newspapers 16%, magazines 3%, radio 28%, spot tv 40%, cable tv 3%, outdoor 5%, transit advertising 3%, point of sale 1%, direct mail 1%. Employes: 7. Top exec: Stewart I. Sacklow, president.

Phone: (518) 783-5151.

Wyble Advertising, Millville, N.J., reported gross income of $843,600 in 1982 on billings of $5,626,816. In 1981, it reported gross income of $756,783 on billings of $5,047,094. Volume in 1982 consisted of $1,343,915 in media, $300,124 in materials and services and $3,982,777 in capitalized fees. In 1981, volume consisted of $1,027,826 in media, $269,895 in materials and services and $3,749,373 in capitalized fees. Accounts gained: Ocean Yachts, SGL Auburn Spark Plug Co. Lost: Franklin Savings & Loan Assn., Biochem Products. Billings breakdown: Newspapers 10%, magazines 20%, supplements 2%, radio 1%, outdoor 2%, business papers 50%, farm publications 3%, point of sale 1%, direct mail 10%, other 1%. Employes: 20. Top execs: Gene Wyble, chairman; Henry Wyble, president.

Phone: (609) 825-3403.

Zubi Advertising, Miami, had estimated gross income of $333,000 in 1982 on estimated billings of $2,250,000. In 1981, it had estimated gross income of $375,000 on billings estimated at $2,500,000. Volume in 1982 is estimated at $1,425,000 in media, $400,000 in materials and services and $425,000 in capitalized fees. Its 1981 volume was not broken out. Employes: 11. Top execs: Teresa Zubizaretta, president.

Phone: (305) 854-6807.

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